





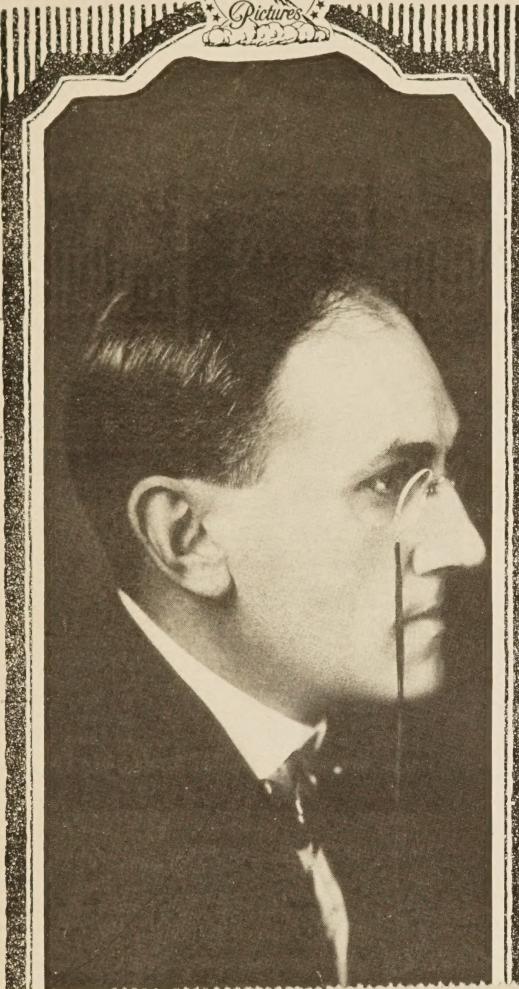
## Paramount Star Series

Vol 1

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# Press-Book and Exhibitors' Aids

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Pallas Pictures

PRESENTS

## George Beban in Lost in Transit



By Gardner Hunting

*From the story by KATHLYN WILLIAMS*

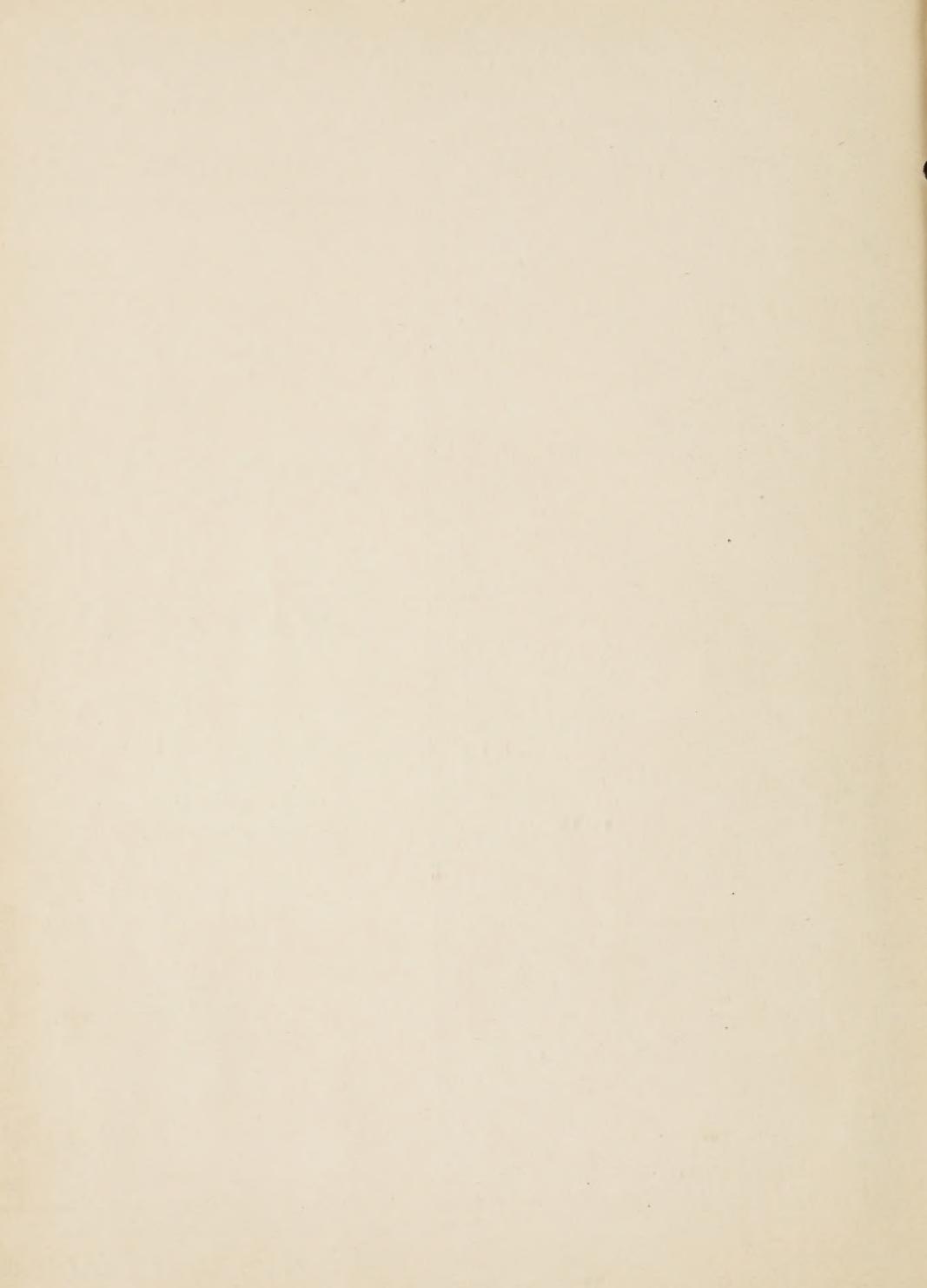
NICCOLO DARINI . . . . .  
NITA LAPI . . . . .  
LAPI . . . . .  
MRS. FLINT . . . . .  
MR. KENDALL . . . . .  
PAOLO MARSO . . . . .  
BABY . . . . .

GEORGE BEBAN . . . . .  
HELEN EDDY . . . . .  
PIETRO SOSSO . . . . .  
VERA LEWIS . . . . .  
HENRY BARROWS . . . . .  
FRANK BENNETT . . . . .  
BOB WHITE . . . . .



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A Paramount Picture



## SYNOPSIS

Two years and half after the birth of his little son, whose advent had cost him the life of his wife, and whom he had therefore sent away to a home for motherless infants, Mr. Kendall, a wealthy merchant, decided that he needed the boy after all, to brighten the lonely home, and he telephoned for the child to be brought immediately.

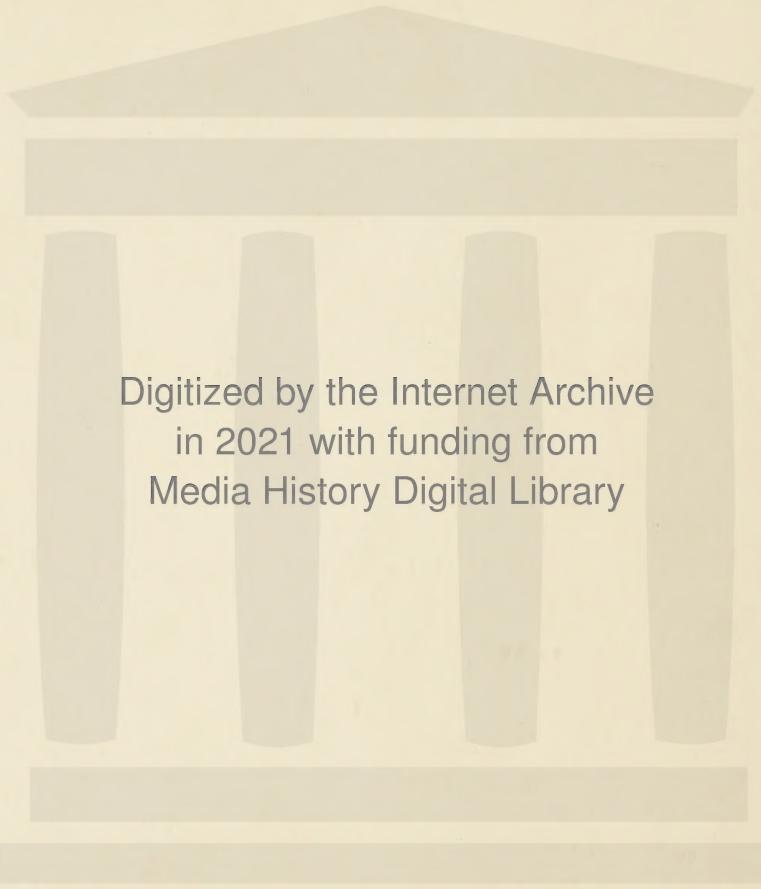
On the way up, however, the child mysteriously disappears from the carriage and the father and servants are completely mystified.

In the meantime, Niccolo, a kindly, naive Italian junkman, finds a boy of about two and a half years of age, tucked in among the rags of his wagon with a note reading "Whoever finds this child may have him--no one wants him." Niccolo is delighted with his charge and takes him to his humble home in triumph, stopping on the way to exhibit the boy to his two friends, Nita Lapi and Paolo Marso, his rival for Nita's hand.

They advise taking the child to the police station, but Niccolo keeps putting this off on one excuse or another as he grows very fond of the boy and hates to part with him.

Up at the big Kendall home, the frantic father offers Mrs. Flint, matron of the Home where his boy had been, five thousand dollars for the return of his child. Mrs. Flint is a hard calculating woman and resolves to win the money at all costs. She advertises in the papers, adding "No questions will be asked."

Paolo Marso, Niccolo's rival, seeing the advertisement, thinks it an opportunity to make a little money if the child Niccolo has



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[https://archive.org/details/paramountpressbo01famo\\_4](https://archive.org/details/paramountpressbo01famo_4)

found should prove to be the Kendall child. and goes to Mrs. Flint She promises him a reward and the two, with some policemen, go to Niccolo's home and take the baby away, the bewildered Italian, at sight of the police, thinking it must be "the law."

The same night that Niccolo loses the little charge who had come to take so large a place in his heart, his rival and his sweetheart are dining sumptuously at an Italian restaurant. While they are there, a beggar, with the real Kendall baby, comes in and Nita and Marso nearly quarrel over him because the latter refuses money. They leave, however, without realizing that they had seen the Kendall child.

In the meantime, Niccolo, lonely and desperate, seeks his "bambino" at the police station where a kindly officer gives him the Kendall address. Niccolo goes to see the child, and when he realizes the kind of a home he has found, he turns away sadly, while inside the boy is asking for his "other dadda."

The next day, Niccolo tells Nita his loneliness without the child and she sympathizes heartily. Therefore, when she broaches the subject to Marso later, and he shows her the money he received for his part of the transaction, he receives a very cold shoulder.

The same day, the beggar whom they had seen in the restaurant is run over in front of Nita's house, and with his dying words, confesses his theft, saying he had need of the child in his "business." A policeman on duty nearby, recognizes the Kendall child and when Nita hears this, she rushes to Niccolo, and breathless, tells him of her discovery. They then rush together to the office of the Judge, a man noted for his kindness, where they explain excitedly.

While this is going on, in the Kendall library the father is comparing the two boys and at last realizes Mrs. Flint's imposture, but wishes to keep Bob who had become a great favorite. As he is trying to decide, the phone rings.

It is the Judge asking him to bring the two children to his office immediately. There, being unable to solve the question in any other way, the Judge asks Bob, the waif to decide which of the two fathers he would choose, telling the boy that "two dadda's want him." The child flings himself into Niccolo's outstretched arms. The Judge then requests Mrs. Flint to write out a check for the five thousand dollars she had received from Mr. Kendall and when the latter receives this, he hands it smilingly to Niccolo for the boy. A "fade-out" shows Nita and Niccolo with the baby going out arm in arm.

**Whatever ideas you have on promotional work, write Charles E. Moyer,  
Paramount, 485 Fifth Avenue, N. Y. City, he'll help you on others.**



## WHAT YOU WANT TO KNOW ABOUT "LOST IN TRANSIT"

BEBAN PICTURES MAKE MONEY? Every exhibitor will answer affirmatively to that query. There are reasons, and many of them, for so doing. Beban is one of the greatest drawing cards on the screen and has built for himself a standard of quality and perfected productions that are not equaled by any male star in the industry.

GEORGE BEBAN STANDS WITHOUT PEER as a delineator of Italian characters on both stage and screen, and the fine, poignant touches that give life and appeal to each of his characterizations, he is proving absolutely the soul and honesty of the man himself. Comedy and pathos become virile from his characters, causing the audiences emotions from laughter to tears.

ARTISTIC PERFECTION MARKS HIS EVERY PICTURE. Mr. Beban has not only lived with but studied the Italian characterizations for many years, that he is looked upon as the greatest interpreter of this character in the world.

EVERY ONE OF YOUR THOUSANDS OF PATRONS LIKE BEBAN PICTURES. ASK THEM if you want to find out, and you will learn that they have loved every one of his pictures, which include "The Italian," "Pasquale," "His Sweetheart," "The Bond Between," "The Marcellini Millions," and "The Cook of Canyon Camp."

"LOST IN TRANSIT" IS MR. BEBAN'S GREATEST PICTURE. He is surrounded with a particularly excellent cast of players, included in which are Helen Eddy, Pietro Sasso, Vera Lewis, Henry Barrows, Frank Bennett and Bob White, the latter being a two and a half years old child who is proving to be one of the sensations of the screen, and is indeed a feature in this production.

KATHLYN WILLIAMS WROTE THIS STORY. Miss Williams has written many successful photoplays, but this she herself concedes to be her best. It was written around Bob White, the child in the production.

IT IS ONE OF THE MOST ELABORATE PRODUCTIONS that Paramount

### LOOK OVER THESE ACCESSORIES

#### Paper

Two one-sheets  
Two three-sheets  
Two six-sheets

#### Photos

Ten 8 x 10 black and white  
Eight 11 x 14 colored gelatin  
Two 22 x 28 colored gelatin  
8 x 10 photos of star

#### Cuts and Mats on Production

Five one-column  
Three two-column  
Two three-column

#### Stock Cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

#### Rotogravure

#### Series of Advertising Layouts; Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays.

#### Slides

#### Music Cues

has issued for many months. Enormous expense and a great deal of time was taken to make this production Mr. Beban's best, and everything has turned out just as it was planned.

DONALD CRISP DIRECTED this picture and has done a wonderful bit of work.

LOOK FOR THE ACCESSORIES ON this production; everything is herewith prepared to make big money with this picture if it is used in proper quantities and handled judiciously.

Write and tell us what promotional ideas you wish to put this picture "across."

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## SUGGESTION FOR POST-CARDS FOR "LOST IN TRANSIT"

### "Lost in Transit"

This title, which might make the heading for a good lost and found advertisement, is really the title of the latest Beban play. In this, our old and lovable friend George plays the character of an Italian junkman. With him is a new child star who takes the part of Bob White and whom you will love as much as you do George himself.

"LOST IN TRANSIT" is coming to the ..... Theatre next week.

Play by Kathlyn Williams Played by  
George Beban

This may seem to be rather an unusual occurrence, but Miss Williams is well known as a photoplay author, and George Beban is one of the best-known character actors on the screen today. In his newest picture, "LOST IN TRANSIT," he takes another of his excellent and lovable Italian parts accompanied by the clever baby who takes the part of Bob White.

"LOST IN TRANSIT" will be shown at the ..... Theatre, beginning next .....

### AN INSPIRATION

Dear Madam:

You undoubtedly know the old quotation about "a little child shall lead them," and if you are fond of children you will undoubtedly fall in love with little Bob White, who plays the leading role in the forthcoming George Beban picture, "LOST IN TRANSIT." This little boy, 2½ years of age, almost takes the honors away from Mr. Beban, the star of the production. This child has been seen in "The Roadside Impresario" in several scenes and screened so well that Mr. Beban selected him to play the child part in this new Paramount production.

"LOST IN TRANSIT" is one of those human little stories which has a real heart interest. As in some of his productions, Mr. Beban takes the part of an Italian who one day finds a small boy tucked among rags in his junk wagon, with a note reading: "Whoever finds this child may have him. Nobody wants him." Being lonely himself, the Italian adopts the boy, but at the same time another child had been lost and advertised for. Nicolo, our friend, very nearly loses his *bambino*. It is around the incidents relative to the near loss of the child that "LOST IN TRANSIT" is built and we can truly say that having seen Mr. Beban's previous work you will surely enjoy this.

A talk with Mr. Beban discloses the fact that he considers this picture even better than "Pasquale," or in fact any of his other successes. You surely will want to see charming little Bob White as well as Mr. Beban.

Yours very truly,

..... Theatre.

P. S.: We almost forgot to tell you that "LOST IN TRANSIT" will be shown on ..... at the ..... Theatre.

**Start a mailing list today. Send your patrons a card or a letter.**



## AS A SPECIAL STUNT ON "LOST IN TRANSIT"

We would suggest getting a quantity of large shipping tags—the larger the better—and have printed on one side the words "Nobody home—all gone to see," and then on the other side, "LOST IN TRANSIT," at the ..... Theatre.

These should be distributed by boys or men and each one tied with a piece of string to every door-knob in your vicinity on the day that you will play this picture. As a person attempts to enter or leave his house they will, of necessity, see the tag, and will naturally be curious to stop and read it. If they read the tag, you have secured the result you are after. You will want to extend your activities in this matter and see that tags are also attached to automobiles and bicycles which are standing on the street.

## LOBBY DISPLAY

In order to tie up your lobby display with your tag campaign, we would suggest that you have a cardboard replica of a very large shipping tag built on frame-work and placed in your lobby with the wording reading, "GEORGE BEBAN, in 'LOST IN TRANSIT,' appearing here."

..... Theatre.

with underlines as follows:

"Don't fail to see Bob White, the 2½-year-old child actor who makes his first star appearance in this picture.

If you can get your local toy store or the toy section of the department store to work with you, you can undoubtedly dress up your window with a toy horse and wagon and a lot of junk, and then a boy doll's head sticking out from under this pile of stuff. To this can be attached a tag reading, "LOST IN TRANSIT. Please deliver me to Mrs. Pleasure-seeker, at the ..... Theatre, any day after (giving the date of your showing).

## SUGGESTION FOR CAR CARDS AND NEWSPAPER ADVERTISING

### "Lost in Transit"

No, this is not an ordinary package of goods misplaced by some express company, but in the case under consideration is a 2½-year-old bundle of very human and charming boy. This boy is none other than Bob White, a new child star who has appeared on the photoplay horizon and who works with George Beban in the Paramount Picture entitled "LOST IN TRANSIT" which is showing at the ..... Theatre next week.

Did you ever bathe in a steam boiler? You probably never did, or at least have grown to a size that would not fit into a wash-boiler at present. However, little Bob White, a newly-discovered child picture star, is forced to take a bath in a wash-boiler in the new Paramount Production, entitled "LOST IN TRANSIT," which is starring George Beban. There are many other incidents connected with the child, although not with the wash-boiler, which will be of interest.

The picture comes to the ..... Theatre next week.

Whatever promotional ideas you use, tell Charles E. Moyer, Paramount, 485 Fifth Avenue, about them. We are interested.



## GEORGE BEHAN'S VARIED CAREER

Paramount star is Musician, Comedian, Author and Actor.

George Beban, star in Paramount pictures, and who is unquestionably the greatest impersonator of Italian character parts on the screen, began his career at the early age of eight years. As "The Boy Baritone of California," he toured the country in concerts and before he was out of his teens he was the star madrigal singer with Reed and Emerson's famous old minstrel troupe.

His next venture was in musical comedy in which he made a tremendous sensation with Marie Cahill in "Nancy Brown." His remarkable dialect work brought him in touch with Weber and Fields and he became one of the stars of that famous organization. Later he played the principle comedy role in "Fantana" and was starred in George M. Cohan's "The American Idea." When Weber and Fields gave their big jubilee in New York, Mr. Beban, was, of course, one of their principle stars.

Next, for five and a half years, Mr. Beban starred all over the United States and Canada in the "Sign of the Rose," a miniature drama which he had written for himself. Then he was induced to write the sketch into a four-act play. This he did, and it also enjoyed a successful tour on the road. The next step was to prepare it for the screen, and as "An Alien," it has become one of the marked successes of the screen world.

George Beban's later Paramount Pictures, in the order of their appearance, were: "Pasquale," "The Italian," "His Sweetheart," "The Bond Between," and "The Marcellini Millions." "Pasquale" was a wonderful characterization which added many new followers to the long list of those who have followed Mr. Beban's every picture.

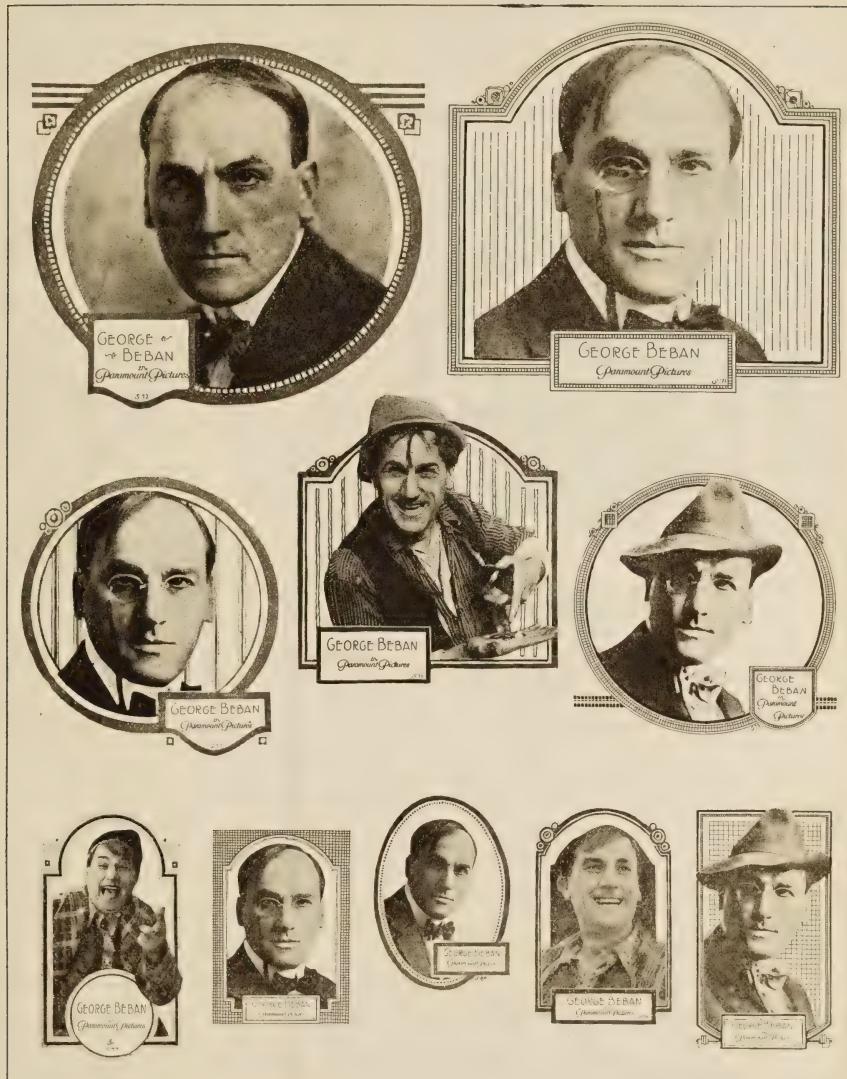
In the photoplay, "The Bond Between," Mr. Beban played an entirely different character from any he had yet attempted--an eccentric, lovable old French musician. This also was received with great favor, although the Italian productions continue to lead in popularity.

Recent pictures have been: "A Roadside Impresario" and "The Cook of Canyon Camp." both Italian characterizations, and now, "Lost in Transit" which was written especially for Mr. Beban by Kathryn Williams, noted actress and authoress. The production will appear at the ..... Theatre on .....

**This story with a star cut or mat will  
look fine in your leading newspaper**



## Stock, Star Cuts and Mats—George Beban



Issued in SETS of TEN—consisting of:

Top row—Two three-column

Center row—Three two-column

Bottom row—Five one-column

Always obtainable at your exchange



# Advertising Cuts and Mats That "SELL"

1. SINGLE COLUMN HALF-TONE.—This is the best photograph for newspaper reproduction that we could select from a big set.
2. SINGLE COLUMN LINE CUT.—Here is a little cut that can't be lost, no matter what ad. they put over it, under it or at the side.
3. DOUBLE COLUMN LINE CUT.—Some people like line cut advertising attention attractors best and for those people we have prepared the cut on this page and the only thing that beats it is the triple and the picture itself.
4. DOUBLE-COLUMN HALF-TONE.—For those advertisers who are lucky enough to have a good paper, well printed, there is nothing like a half-tone illustration.
5. TRIPLE COLUMN LINE CUT.—Nobody can read your local paper in which your ad. appears and miss this advertisement.
6. TRIPLE COLUMN HALF-TONE.—If you are buying space more than one day or have a good paper well printed—a striking half-tone like this is what you want.

**George Beban**  
\*\*\* Beban in  
**"LOST IN TRANSIT"**

A Paramount Picture

Do not miss George Beban, as "Nicolo Darini," in this great New York success.

## Other Attractions

Next Feature  
Admission Price

Crescent Theatre

No. 2

# George Beban



## "LOST IN TRANSIT"

A Paramount Picture

George Beban's greatest successes, such as "Pasquale" and "His Sweetheart," have been scored in Italian parts. Here is a typical one—"Nicolo Darini," a character that drew capacity audiences in the great New York theatres. Every scene is crowded with thrills, pathos, mystery, and the suspense is carried to the end. Be sure to see him.

## OTHER ATTRACTIONS or MUSICAL PROGRAM

Next Feature

Admission

Rialto Theatre

No. 4

What's in a Name? Advertise "Paramount" and you'll see



# GEORGE BEBAN in "LOST IN TRANSIT"



*A Paramount Picture*

**"Whoever finds this child can have him"**

So read the message pinned on the two-year-old waif tucked away in the junk wagon of "Nicolo Darini."

George Beban, star of "Pasquale," will hold you spell-bound and breathless by his portrayal of the intensely warm and human "Nicolo."

Be sure you see him this week.

## Other Attractions

Next Feature   Admission Price

## EMPIRE THEATRE



## **George Beban**

**"LOST IN  
TRANSIT"**

*A Paramount  
Picture*



You will carry a warm spot in your heart for "Nicolò Darini" long after you see George Beban, star of "Pasquale," play this lovable Italian character. Showing all week.

### **Other Attractions**

*Next Feature  
Admission Price*

**Empire Theatre**

No. 1A

# **GEORGE BEBAN**

**IN**

## **"LOST IN TRANSIT"**

*A Paramount Picture*

George Beban, star of "Pasquale" and "His Sweetheart," has won unrivaled distinction in his portrayals of the Italian type.

### **Could you love a waif?**

In "Lost in Transit" he has a vehicle worthy of his ability. As the loving foster father, "Nicolò Darini," he will hold you spellbound till the end.

### **Other Attractions or Musical Program**

*Next Feature*

*Admission Price*

**Colonial Theatre**

No. 3

**Isn't it logical to assume that the man who doesn't advertise has nothing worth advertising?**



# George Beban in "LOST IN TRANSIT"

*A Paramount Picture*



## "No one loves this child"

So read the message that "Nicolo Darini" took from his ragged clothes.

George Beban, star of "Pasquale," in the part of "Nicolo" proves that there is no man on earth can approach him in the portrayal of the Italian type. He is tender, vengeful, a lion, yet afraid of a child. New York audiences were spellbound at his wonderful art. See him this week.

### Other Attractions or Musical Program

*Next Week's Feature*

*Admission Price*

## Opheum Theatre

Know when to stop! But—have you started yet?

No. 6



# Cover your town with this paper and you will fill every seat at every performance

Here is a wonderful array of five, six and seven color lithographs in one, three and six sheet sizes that has ever been issued with any picture. Use them in big numbers. Nothing will help more in your advance campaign for this picture.

## REPRODUCTION OF COLORED

SLIDE 



Three-sheet



RECUCED



One-sheet



One-sheet



Three-sheet



Six-sheet



Six-sheet



# Stock Production Cuts and Mats—“Lost in Transit”



Issued in SETS of TEN consisting of:

Top row—Two three-column cuts and mats

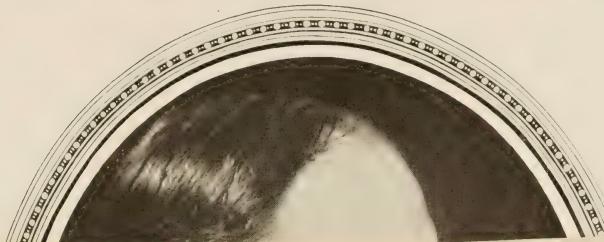
Center row—Three two-column cuts and mats

Bottom row—Five one-column cuts and mats

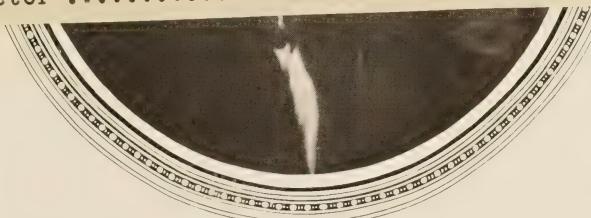
Always obtainable at your exchange



# Press Book and Exhibitor's Aids



JULES LEMAIRE .....	GEORGE BEBAN
Joy Farnsworth .....	Helen Eddy
Tom, her father.....	Charles Ogle
Ted Kendall .....	Raymond Hatton
Jim Burgess .....	Guy Oliver
Jack Liggitt .....	Ernest Joy
Louis, the "Red Fox".....	H. B. Carpenter
Head of the Hudson Bay Trapping Colony .....	Edward Martin
Director .....	Donald Crisp



Jesse L. Lasky presents

## GEORGE BEBAN

*IN*

### "JULES OF THE STRONG HEART"

*By* William Merriam Rouse

*Scenario by* Harvey F. Thew and Frank X. Finnegan

*Directed by* Donald Crisp

*A Paramount Picture*



FAMOUS PLAYERS - LASKY CORPORATION  
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General  
NEW YORK



# What You Want To Know About "Jules of The Strong Heart"

STAR .....	GEORGE BEBAN, depicter of Italian and French roles, has recently appeared in "Lost in Transit," "A Roadside Impresario," "The Marcellini Millions," "His Sweetheart," etc.
AUTHOR .....	William Merriam Rouse, well known short story writer.
STORY .....	Taken from Collier's Weekly—deals with life of a lumberman in the Canadian woods, contains love story of lumberman for boss' daughter, and thrilling suspense and "human interest."
DIRECTOR .....	Donald Crisp, who has directed many of Mr. Beban's most famous pictures, such as "Lost in Transit" and others.
SCENARIO .....	By Harvey F. Thew and Frank X Finnegan, the famous writer of magazine stories.
PHOTOGRAPHY .....	Excellent—especially outdoor scenes which comprise most of the picture.
EXTERIORS .....	Taken at a real lumber camp at Hoquiam, Washington—absolutely realistic to the last detail.
CAST .....	Practically all-star, contains Helen Eddy, Mr. Beban's leading lady in most of his pictures, Charles Ogle, Raymond Hatton, Guy Oliver, Ernest Joy, H. B. Carpenter, and Edward Martin.
AS A WHOLE .....	Keeps up the suspense until the last minute. Baby adds touch of sympathy and there is much comedy relief.
REMARKS .....	Worthy to be advertised as one of Mr. Beban's best releases.

A MILLION DOLLARS IS BEING SPENT IN ADVERTISING FOR YOU BY PARAMOUNT AND ARTCRAFT. WHAT ARE YOU DOING FOR YOURSELF?



The Public is Being Systematically Taught To Look for These Trademarks.—SHOW THEM!

## ACCESSORIES (To be Obtained at your Exchange)

### Paper

Two one-sheets  
Two three-sheets  
Two six-sheets

### Photos

10 8x10 black and white  
8 11x14 colored gelatins  
2 22x28 colored gelatins  
8x10 photos of star

### Cuts and Mats on Production

Five one-column  
Three two-column  
Two three-column

### Stock Cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

### Rotogravure

### Series of Advertising Layouts: Mats

Press Book with sales talk,  
card and letter announcements,  
suggestions for lobby and other displays.

### Slides

### Music Cues

### Cartoon Mats

## SOMETHING NEW!

For special cartoon designed for use with newspaper review of "Jules of the Strong Heart" on second day of the show.

*DON'T OVERLOOK  
THE SPECIAL CARTOON  
By "BRESS"  
For "JULES OF THE  
STRONG HEART"*

### THE PLAYERS

JULES LEMAIRE,  
GEORGE BEBAN  
Joy Farnsworth...Helen Eddy  
Tom, her father...Charles Ogle  
Ted Kendall...Raymond Hatton  
Jim Burgess.....Guy Oliver  
Jack Liggitt.....Ernest Joy  
Louis, the "Red Fox",  
H. B. Carpenter  
Head of the Hudson Bay  
Trapping Colony,  
Edward Martin  
Director, Donald Crisp

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**PROGRESS—ADVANCE**, The Completest, Neatest, Niftiest, Exhibitor's Magazine In The Industry, Contains Music Cues, Valuable Lobby And Display Ideas, Advertising Suggestions and Other Helps.

**KEEP A FILE ON HAND!!**

# Ad cuts and mats that strike home—and bring them out

Employ "human interest" in your ads. It is the very backbone of good advertising. You can reach them—and bring them out—if your advertisements strike a responsive human chord in their hearts. You can do with these line cuts we offer you with "Jules of the Strong Heart." But to reach them—to bring them out—you'll have to *use* them.

*Ask your Exchange  
for Music Cues*

## EXHIBITOR'S THEATRE

*The great character actor in a human interest story*  
Jesse Lasky presents  
**George Beban**  
in *"Jules of the Strong Heart"*

By William Merriam Rouse  
Scenario by Harvey F. Thew and Frank X. Finnegan  
Directed by Donald Crisp



A Paramount Picture

The tang of the evergreen pines, the virile love of the "open spaces," and the vigorous action of "free men" in "God's Country," make this the greatest story in which this versatile star has ever appeared.

Short Subject

Travelogue

Musical Program

Advertised  
everywhere



Shown  
here

## Exhibitor's Theatre

"Foremost stars, superbly directed in clean motion pictures"

A tense drama of love and laughter

Jesse L. Lasky  
presents

## George Beban

in "Jules of the Strong Heart"

By William Merriam Rouse  
Scenario by Harvey F. Thew and Frank X. Finnegan  
Directed by Donald Crisp



A Paramount Picture

A story of the Great North Woods and virile manhood. The smell of the pines and the breath of love mingled into a plot that brings a lump to your throat one moment and leaves you convulsed with joy the next.

Short Subject

Travelogue

Musical Program

Advertised  
everywhere



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# Exhibitor's Theatre

"Foremost stars, superbly directed, in clean motion pictures"

A play of heart-throbs, thrills and laughter

Jesse L. Lasky  
presents

# George Beban

*in*

## "Jules of the Strong Heart"

*By*

William Merriam Rouse  
Scenario by Harvey F. Thew  
and Frank X. Finnegan  
directed by Donald Crisp



## A Paramount Picture



A powerful plot laid in Great North Woods.  
Pathos, happiness, vigorous action, and the joy of living.

90,000,000 people are being taught to recognize Paramount Pictures as the best. How many know you show them?

## ADVERTISING SUGGESTIONS ON "JULES OF THE STRONG HEART"

### ADVANCE POST CARD NO. 1 (To be sent 9 days before showing of Picture)

Dear Madam:

"JULES OF THE STRONG HEART" is the name of a new picture in which George Beban will appear at the ..... Theatre on .....

This story contains real heart interest, and an eleven-months-old baby adds a touch of sympathy that is very appealing.

Try and make it a point to see this picture.

Manager.

### ADVANCE POST CARD NO. 2 (To be sent 6 days before showing)

Dear Madam:

The new photoplay entitled "JULES OF THE STRONG HEART" in which George Beban will appear, and about which we wrote you a few days ago, was adapted for the screen from a vital short story which appeared in a recent issue of *Collier's Weekly*. It is full of the milk of human kindness.

As Jules Lamine, Mr. Beban depicts a character which demonstrates the fact that he has no peer as a delineator of the Latin type.

The play will be shown at the ..... Theatre on .....

Manager.

### SUGGESTED LETTER (To be sent 3 days before showing)

Dear Madam:

Can you imagine the surprise of the citizens of Hoquiam, Washington, a lumber camp in the Canadian woods, when an aggregation of 50 players, besides a force of carpenters, electricians, property men and the like, arrived in their midst with all the ear-marks of a Circus? Two baggage cars of furniture, a complete lighting plant, etc., helped to equip a studio so substantial that the Lasky Company will be able to use it at any time for future screen work.

In the photoplay, "JULES OF THE STRONG HEART," which is coming to the ..... Theatre on ..... you will imagine you hear ringing in your ears the woodsman's axe, the hissing of the great logs as they slip down the gigantic chutes, and the grinding of machinery by which these logs are created into lumber.

While the character of Jules, played by Mr. Beban, is not exactly such as Robert Edeson portrayed in the famous play called "STRONGHEART," yet his spirit shows us how to live next to nature, where the heart catches the strength of the oaks and the rushing waters—a subject so interesting to all Americans. ..

You will be thoroughly refreshed by the wholesomeness of this picture. We shall look forward to seeing you at the theatre.

Yours very sincerely,

Manager.

### ADVANCE POST CARD (To be sent on date of showing)

Dear Madam:

We hope to see you at the ..... Theatre today where you will enjoy the pungent smell of pine and the freshness of the great out-doors, together with a wholesome love story filled with dramatic intensity.

Manager.

STOCK PRODUCTION CUTS AND MATS

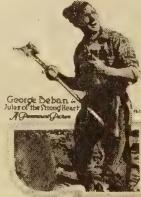
# George Beban in "Jules of the Strong Heart"



George Beban in "Jules of the Strong Heart" A Paramount Picture



George Beban in "Jules of the Strong Heart" A Paramount Picture



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats

Centre Row—Three Two-column Cuts and Mats

Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above

Always Obtainable at Your Exchange

# Jules Is a Lad Worth Going Far to See



Bet Jules ay you like this Jules, of the Strong Heart. Whoever doesn't like him is fit for treason, stratagem and spoils, for if ever a man knows how to make a general all round lovable character hero for the screen that man is George Beban, the only character star in the business. In his latest Paramount picture, "Jules of the Strong Heart," Beban is so mag-

netically winning that, even if the picture were not so interesting as it is, he'd win in a walk. In the picture and its entertaining story there are the following utensils: A pipe, a can or two of condensed milk, a discarded baby that loves its adopted papa, Jules; a pretty girl of the woods, a set of trappers and logging men, with a villain or two mixed in them; a raging

mountain stream and a fight in the rapids. Mix all this with a lot of love and laughter and what do you get? One of the most entertaining and pleasing screen presentations that ever sent an audience out of the theater chukking, crying and laughing all at once. That's Beban. He's worth going to see.

# ADVERTISING SUGGESTIONS ON "JULES OF THE STRONG HEART."

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**LOBBY** Make a cutout of a great Red Heart with a baby sitting on top of it and a **DISPLAY** card reading:

THIS IS THE SIZE AND STRENGTH OF GEORGE BEBAN'S  
HEART IN HIS NEW PHOToplay "JULES OF THE STRONG HEART."  
You could also have a lumber camp erected on one side of your lobby with figures in the foreground and a picture of a sailboat on a stormy sea.

**WINDOW** Have your sporting goods and department stores show all kinds of camping **DISPLAY** materials with a photograph of your lobby and a card as follows:

GO TO THE ..... THEATRE ON .....  
AND PARTAKE OF THE PUNGENT ATMOSPHERE OF THE PINES—  
COME IN AND SMELL THE PINES IN OUR PINE PILLOWS.

**HOUSE** When you have your central scheme of display, take a photograph of it and **ORGAN** put it on the cover of your house organ for the days you are showing the picture.

**THROWAWAYS** Have your local job printer set up the type from your local newspaper on attractive colored slip sheets and distributed through the street.

**CAR CARDS AND  
NEWSPAPER  
ADVERTISING** On your Car Cards have the cutout of a large Red Heart with a baby sitting on top of it and underneath the words:  
COME TO THE ..... THEATRE ON .....  
AND SEE THE DAMSEL WHO WINS JULES' STRONG  
HEART. SHE IS 11 MONTHS OLD!!!

Offer to print a cut in the newspaper of the best window display gotten up by the town window dressers, and link up your ads in your local newspaper with all the local stuff you can get. For instance, "did you see the display in Mr. \_\_\_\_'s window of 'JULES OF THE STRONG HEART?'" You know what it advertises—it shows not only the goods which he has for sale, but tells you of the new George Beban photoplay which is coming to the ..... Theatre on ..... called 'JULES OF THE STRONG HEART.'"

## CATCH LINES

OUR BOYS ACROSS THE SEA WILL FIND A TRUE COMRADE IN  
"JULES OF THE STRONG HEART."

"ACTRESS IN GEORGE BEBAN'S NEW PHOToplay OBLIGED TO BE  
CHAPERONED ON ACCOUNT OF HER AGE!!!"

"HISTORY OF YEAR-OLD BABY CAMOUFLAGED BY 'JULES OF THE  
STRONG HEART.'"

FOR FURTHER ADVERTISING SUGGESTIONS WRITE TO:

THE EXHIBITORS' SERVICE DEPARTMENT  
485 Fifth Avenue, New York.

## ADVANCE PUBLICITY

To be sent to newspapers for use three or four days in advance of  
"Jules of the Strong Heart"

The fact that there has been great interest in stories of French-Canadian life in the north woods, but that few of these have been transformed to the screen, should furnish George Beban's newest role, "Jules of the Strong Heart" with an added attraction. The production is the seventh of the artistically developed character portraits in which Mr. Beban has appeared for the Paramount, most of these having been produced under the direction of Donald Crisp.

The latest Beban picture, "Jules of the Strong Heart" will be the attraction at the.....Theatre, on..... It was written from William Merriam Rouse's story by Frank X. Finnegan and Harvey F. Thew.

Much of the success of George Beban's pictures and the inimitable character roles which have made him a screen favorite is attributed to Donald Crisp, who has been in charge of the direction of all the Paramount Beban pictures. One might say that Mr. Crisp has been in practical charge of Beban's photo plays since that celebrated character actor entered screen work, since nearly all of his productions have been filmed for the Paramount Company. The latest of these is "Jules of the Strong Heart," which is to be shown at the.....Theatre, on..... The other six roles which added to Mr. Beban's fame, established on the stage, are "Pasquale;" "The Bond Between;" "The Marcellini Millions;" "A Roadside Impresario;" "The Cook of Canyon Camp" and "Lost in Transit."

The pungent smell of pine and the freshness of the great out-of-doors, together with a wholesome lovable story, make "Jules of the Strong Heart," the production soon to be shown at the.....Theatre, one of the breeziest, most enjoyable of the season. The star, George Beban, will be remembered for his remarkable characterizations in such Paramount photoplays as "Lost in Transit," "His Sweetheart," "An Alien" and many others. Mr. Beban is supported by an excellent cast, including Helen Eddy, Charles Ogle, Raymond Hatton, Guy Oliver, Ernest Joy, H. B. Carpenter and Edward Martin. The direction by Donald Crisp is worthy of mention, as well as the fact that the baby who plays a prominent part is no other than the small daughter of scenario-writer Harvey Thew.



## ADVANCE PUBLICITY

To be sent to the newspapers the day before the showing of  
"Jules of the Strong Heart"

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Donald Crisp's producing company, which has been making the production "Jules of the Strong Heart," featuring George Beban, returned to the Lasky studios with thrilling accounts of the manner in which assistant director Harry Haskins fell into the icy waters of the lake during the making of scenes from a rowboat.

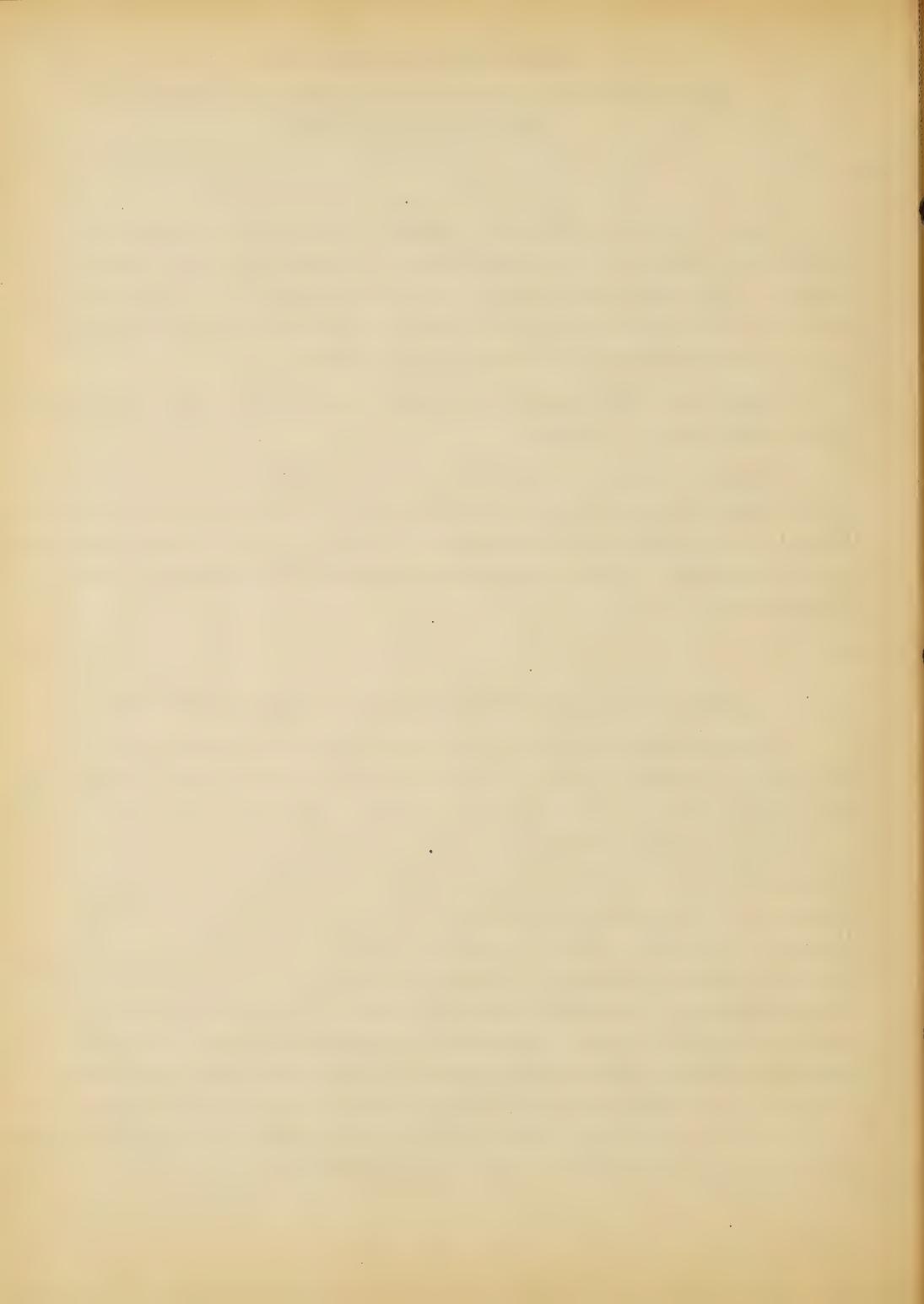
"Have you a photograph of yourself falling in?" Haskins was asked by the canny studio manager.

"No, of course not," Haskins replied, somewhat nettled that his word should be doubted after he had suffered the chilling experience. "Wasn't that camera on my back when I toppled? That's the biggest part of the tragedy." "Jules of the Strong Heart" will appear at the..... Theatre on.....

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### GEORGE BEBAN DISCOVERS NEW WAY TO RAISE CHARITY FUND.

George Beban furnished the Lasky studio management with a problem in mathematics which proved rather costly to them during the production of "Jules of the Strong Heart." Beban was discovered one afternoon, assiduously browbeating the members of his company into "kicking in" for "just one more charity" and endeavoring to hold up the production long enough to secure the required amount of Christmas money for the poor. When the genial manager, whose duty it is to look after the expenditures in the course of picture productions, discovered the procedure, he glanced apprehensively at the sun and began to worry about the loss of time. "How much do you need, George?" he asked, and when informed of the desired charity, came to the conclusion that the company could stand the \$350.00 gift rather than have the production of the picture delayed. "Jules of the Strong Heart" in which Mr. Beban is starring, will appear at the..... Theatre on.....



## CURRENT PUBLICITY

To be sent to the newspapers the first day of the showing of  
"Jules of the Strong Heart"

George Beban has a new actress in the cast of "Jules of the Strong Heart" in which he is appearing at the.....Theatre, namely Vivian Thew, the eleven months old daughter of Harvey Thew of the Paramount staff of scenario writers. Mr. Thew has long been anxious to have the babyhood of his daughter immortalized in celluloid and promptly when he was handed the script for Mr. Beban's forthcoming production, wrote in a part for a baby and succeeded in convincing everyone in authority that HIS baby was the only one to play it. Young Miss Thew will be chaperoned by her mother.

### GEORGE BEBAN DIRECTS GEORGE BEBAN.

George Beban, the favorite Paramount character actor, acted as his own director in completing several scenes for "Jules of the Strong Heart" in which he is starring at the.....Theatre. During the process the other day, the star forgot a certain hat he was to wear and so he fined himself \$1,000 for forgetting and then took himself out to luncheon to square things. Director Beban says he doesn't mind directing other people but, that as a star, George Beban is the hardest person to direct he has ever come across.

The citizens of Hoquiam, Washington, were recently startled with the arrival of an aggregation which had all the ear marks of a circus, but which was merely George Beban and his company under the direction of Donald Crisp who were going to the Paramount Lumber camp to film some scenes for "Jules of the Strong Heart" which is now being shown at the.....Theatre. A full force of men for the erection of a complete studio in the mountains, was sent from the Hollywood studio to the Washington woods. Two baggage cars of furniture, a complete lighting plant, and when the company arrived they built their scenery, manufactured furniture, etc. The studio was so substantially built in the woods that the companies from the Los Angeles studio may use it at any time in the future. Mr. Beban took a company of nearly fifty players in addition to the force of carpenters, electricians, property men and the like. The company camped in the woods, and were absent nearly a month.

SEARCHED - INDEXED  
SERIALIZED - FILED

## REVIEW

To be sent to newspapers for use the day following the first showing of  
"Jules of the Strong Heart."

### ROLE OF A TRAPPER FROM THE CANADIAN NORTH WOODS SAID TO FIT GEORGE BEBAN, PARAMOUNT STAR, LIKE THE PROVERBIAL GLOVE.

As Jules Lemaire, a laughing, singing, high-spirited and whole-souled trapper from the great forests of the Canadian wilds, George Beban in his latest Paramount picture, "Jules of the Strong Heart," has found a role that is absolutely suited to his talents and one in which he finds opportunity for the exercise of all his faculties of character delineation.

That combination of primitive kindness, robust spirits, and rollicking disposition, coupled with a gusty temper and bravery of the highest order makes up a character of the sort that few besides Mr. Beban can adequately portray and it is his ability in this respect that has made him so wonderfully successful in his Paramount photoplays.

"Jules of the Strong Heart" was a powerful and vital short story which appeared in Colliers, and from it Frank X. Finnegan and Harvey F. Thew have written a scenario that is said to be virile, thrilling, full of the milk of human kindness, replete with romance and the odor of the pine forests.

The story is one of high-hearted courage and depicts the struggle of Jules to uphold the honor of his sweetheart's father and to save his friend's baby from privation. Misjudged and even tortured on these counts Jules finally makes good.

This picture, which was filmed largely at Hoquiam, Washington, at the Lasky Lumber Camp, where a complete studio was erected, fully sustains the reputation already possessed by Mr. Beban for unusual and wholly satisfying character creations. The star is supported by a powerful cast and the direction of Donald Crisp assures technical perfection down to the last detail. "Jules of the Strong Heart" is appearing at the ..... Theatre.

1970  
1970  
1970

## REVIEW AND SPECIAL PUBLICITY STORY

To be sent to the newspapers two or three days after the first showing of  
"Jules of the Strong Heart"

George Beban, the inimitable portrayer of Latin character, in "Jules of the Strong Heart," which is now showing at the..... Theatre, has created still another Latin role in Jules, a rollicking, laughing, heroic figure of a man. Jules, carrying a wee baby on his arm comes singing down into the Canadian lumber camp where most of the scenes are laid.

His first thought is to secure milk for the youngster and after that he attends to his own wants, securing employment among the rough woodsmen. Of all the persons in camp, Jules finds Joy Fansworth, daughter of the Superintendent, the most "sympathetic." He finds that he has several rivals, however, among them one burly lumberman named Jim Burgess.

How he discovers that Burgess is a thief and a scoundrel of the worst sort, and succeeds in saving the camp pay roll during a terrific storm in which he and Burgess are tossing about on the river, and how Joy, who had been made suspicious of Jules by Burgess' insinuating remarks about the baby, comes to find out Jules' great sacrifice, makes a strong Paramount photoplay-typically "Beban."

### "JULES OF THE STRONG HEART" AT THE..... FILMED IN ACTUAL LUMBER CAMP.

The ring of the woodman's axe, the hissing of the great logs as they slip down the gigantic chutes, the grinding of machinery by which these logs are created into lumber-these sounds will ring in the ears of the audience at the..... Theatre in viewing George Beban's latest Paramount picture, "Jules of the Strong Heart," which is now playing there.

As recently announced a studio was constructed in the Lasky lumber camp at Hoquiam, Wash., and there a crew of workmen as well as a big company of actors went to film exteriors in the very heart of primeval forests which are being decimated to supply the country with lumber for houses and ships.

"Jules of the Strong Heart" is from a story in "Colliers" by Wm. Merriam Rouse, and George Beban of course has the title role. That it enables him to again demonstrate that as a delineator of Latin types he has no peer is the assertion of those who have seen the picture.



For Exhibitor's information or house organs -- cast and synopsis of  
"JULES OF THE STRONG HEART"

"JULES OF THE STRONG HEART"

CAST

SYNOPSIS

Jules Lemaire, a happy-go-lucky French Canadian, comes singing through the woods into the camp of the Nemo Lumber Company in the heart of the Canadian woods. To all inquiries about himself and the charming year-old baby he carries, Jules gives a laughing, evasive reply. He is engaged, however, as they are very short of help.

Tom Farnsworth, is boss of the camp and just at this time unpopular with his men because of fancied grievances as to salaries. His daughter Joy, on the contrary, is the favorite of everyone, most especially with Big Jim Burgess, burly logger, who aspires to her favor in rough caveman fashion; Kendall, the time-keeper; and later with Jules himself.

The three clash over the girl with Jules and Kendall arrayed against Burgess, when the logger becomes offensive in forcing his company upon her. Humiliated for the moment, Burgess waits his opportunity for revenge.

This comes sooner than he had expected. For the following pay day the money fails to arrive on time and the men, already dissatisfied, become extremely restive. Kendall assures them that the money is waiting at the railroad junction but cannot be brought over because of the storm which is so roughing the river that it would be almost impossible for a boat to attempt the crossing.



## SYNOPSIS (Continued)

The men tell Farnsworth that they do not believe the money is there. He dares any of them to cross the channel in a sailboat and get it with an order he offers to write. Jules volunteers to go. Burgess is urged by the loggers to accompany him to make certain that the money will get back to them. So in the raging storm, Jules and Burgess set out suspicious of each other and fighting every inch of their way against the terrific gale. Jules hides the order in his mouth until they reach the express office where the money is delivered to him in a canvas sack.

On the return trip Burgess strikes Jules down with a revolver and seeks the money but cannot find it. He beaches the sailboat and pinions Jules on the sand at the water's edge, torturing him for twenty-four hours in an effort to make him disclose what he did with the money. Jules of the "Strong Heart" withstands the agony and refuses to tell. In the lumber camp, meanwhile, the men are convinced by the failure of Jules and Burgess to return, that their money was not waiting at the express office. They imprison Farnsworth and Kendall and some of the boldest urge that Farnsworth be strung up a tree. The others urge delay for a few hours.

In the meantime, Herbert Sommerville arrives in a motor boat looking for Jules. He tells Joy that he is the father of the baby and that Jules is his best friend. This both amazes and pleases the girl who had been led to doubt Jules' honesty by insinuating remarks about the baby, cast by Burgess. Sommerville tells her how his wife had died while he was away, leaving the baby liable to be turned over to the State, unless some kind friend took charge of it. Jules, although poor and needy himself, had assumed care of the child. Sommerville had not learned his whereabouts until a few days before.

Sommerville and Joy start in search of Jules in the motorboat and find Burgess at his work of torturing the woodsman on the beach. Jules only then consents to tell where he had hidden the money and it is found cleverly concealed hanging from the tiller-post of the sailboat.

Joy's love for Jules, long repressed, is revealed to him in camp when he recovers from the long illness which followed his exposure, and finds her caring devotedly for him.



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 Marguerite Clark . . . . THE SEVEN SWANS  
 Pauline Frederick . . . . MRS. DANE'S DEFENSE  
 George Beban . . . . JULES OF THE STRONG HEART  
 Jack Pickford . . . . THE SPIRIT OF '17  
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 Blackton's . . . . THE WORLD FOR SALE  
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# Press Book—Exhibitor's Aids

## THE CAST

Luigi Riccardo . . . . .	GEORGE BEBAN
Maria, his wife . . . . .	Camille Ankewich
Tessa, his daughter . . . . .	May Giracci
Lucia, working for him . . . . .	Helen Jerome Eddy
Bump Rundle, her admirer . . . . .	Raymond Hatton
Sam Potts, a reporter . . . . .	Jack Holt
Boss Regan, a politician . . . . .	H. B. Carpenter
Dr. Ross . . . . .	Hector Dion
Mrs. Ross . . . . .	May Palmer
Mr. Fearing . . . . .	Ernest Joy
Piano Player . . . . .	Signor Buzzi
Director . . . . .	Wm. C. DeMille



## “ONE MORE AMERICAN”

By WILLIAM C. DE MILLE

Scenario by Olga Printzlau

Directed by William C. De Mille

A Paramount Picture

## You'll Be Proud to Show This Picture

Up to the best standard of a George Beban picture. That means—

Whenever I see a Beban picture I want to go right out and gather up my friends to see it with me. Mr. Beban always gets so much real life into his pictures, and so much art into his interpretations, that it is

never enough to see his dramas once. He is one of the few players that you can rely upon to give you truly worth-while entertainment, no matter how many times you have seen his face upon the screen.

—Oma Moody Lawrence in the Chicago Post

You'll increase the prosperity and prestige of your house by showing a star of this calibre.



FAMOUS PLAYERS - LASKY CORPORATION  
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General  
NEW YORK



# THINGS YOU WANT TO KNOW ABOUT "ONE MORE AMERICAN"

STAR .....	GEORGE BEBAN, who has recently scored big successes in "Jules of the Strong Heart," "Lost in Transit" and "His Sweetheart." Mr. Beban is one of the most brilliant character actors of the screen, portraying Latin types as a specialty.
AUTHOR-DIRECTOR . .	William C. De Mille, the noted producer of "The Warrens of Virginia," "Carmen" starring Geraldine Farrar, "Common Ground," and others, and author of numberless photoplays, both wrote and directed this picture.
SCENARIO .....	Olga Printzlau, brilliant author and former scenarioist for some of the largest film companies.
CAST .....	Camille Ankewich, who will be remembered for her work in "The Prison Without Walls," "The Inner Shrine" and "The Jaguar's Claws"; Helen Eddy, the delightful leading lady in most of Mr. Beban's former pictures; Raymond Hatton, Jack Holt, H. B. Carpenter, Ernest Joy, and others.
THE STORY .....	Delightfully human story of an immigrant's little family and his fight with a grafting politician. Novel handling and unusual incidents.
SETTINGS .....	Scenes in a Marionette Theatre elaborately worked out. This is something new—you can play it up big. Then there are streets on the East Side, New York, accurately reproduced. The quaint decorations in Luigi's little home when he expected his family from Italy will bring a laugh. Other interiors good.
LIGHTING and PHOTOGRAPHY .....	Good throughout.

REMARKS .....

Wholesome entertainment and George Beban's pictures have come to be pretty nearly synonymous. This one is no exception and contains even more than ordinarily the appealing human touches he knows so well how to "put over."

ACCESSORIES (Obtainable at Exchange)
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Two three-sheets
Two six-sheets
Photos
Ten 8 x 10 black and white
Eight 11 x 14 colored gelatine
Two 22 x 28 colored gelatine
8 x 10 photos of star
Cuts and Mats on Production
Five one-column
Three two-column
Two three-column
Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column
Series of Advertising Layouts; Mats
Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays
Slides
Music Cues

Music Cues for "ONE MORE AMERICAN" will be found in "Progress-Advance." Keep a file on hand for reference.

THE PLAYERS

LUIGI RICCARDO ..... GEORGE BEBAN  
Maria, his wife.. Camille Ankewich  
Tessa, his daughter .. May Giracci  
Lucia, working for him..... Helen Eddy  
Bump Rundle, her suitor..... Raymond Hatton  
Sam Potts, a reporter... Jack Holt  
Boss Regan..... H. B. Carpenter  
Dr. Ross..... Hector Dion  
Mrs. Ross..... May Palmer  
Mr. Fearing..... Ernest Joy  
Piano Player..... Signor Buzzi  
Director, Wm. C. De Mille

ORDER YOUR ACCESSORIES  
NOW!

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## **Ad-Cuts and Mats—Silent Salesmen That Sell Seats**

If you hired men to interview your prospects you'd want clean-cut, appealing, human representatives, wouldn't you? Choose your ad-cuts likewise. Use Paramount ad-cuts and mats. They are the next thing to personal salesmanship—clean-cut, human and appealing.

A black and white movie poster for "One More American". The title "EXHIBITOR'S THEATRE" is at the top in large, bold letters. Below it, "JESSE L. LASKY presents" is written in a smaller font. The main title "GEORGE BEBAN" is prominently displayed in large, stylized letters. Underneath, the subtitle "in 'One More American'" is shown. Below the subtitle, the credits list "By William C. DeMille" and "Scenario by Olga Petrowitz". To the right of the scenario credit is "Directed by William C. DeMille". The central image is a detailed, high-contrast portrait of George Beban wearing glasses and a suit. At the bottom, the Paramount Pictures logo is visible, and the text "A Paramount Picture" is repeated.

A gale of laughter, a little sob, another burst of joy—that is the art of George Beban, foremost of character actors.

*Paramount-Sennett  
Comedy*

*Paramount-Burton  
Holmes Travel Pictures*

*Paramount-Bray  
Pictograph*

## *Musical Program*

# **EXHIBITOR'S THEATRE**

JESSE L. LASKY presents

# GEORGE D. EBAN

*in "One More American"*

By William C. De Mille  
Scenario by Olga Printzlau — Directed by William C. De Mille



*A Paramount Picture*

The Paramount Pictures logo, featuring the word "Paramount" in a stylized script font above the word "Pictures", all set against a circular background with radiating lines and surrounded by stars.

He'll make you laugh, he'll make you cry, and laugh again. Don't miss the foremost of American character actors.

## *Paramount-Arbuckle Comedy*

*Paramount-Burton Holmes Travel Pictures*

## *Paramount-Bray Pictographs*

## *Musical Program*

**A cut in the paper is worth ten on the shelf.**

EXHIBITOR'S THEATRE

JESSE L. LASKY  
Presents

# GEORGE BEBAN

in "One More American"

By William C. De Mille

Scenario by Olga Printzlau — Directed by William C. De Mille



A Paramount Picture



The gentle art of George Beban will send you home with joy in your heart and a little—just a little—sob in your throat. Don't miss him.

Paramount-Mack Sennett Comedy  
Paramount-Bray Pictograph  
Paramount-Burton Holmes Travel Pictures  
Musical Program

Advertise to live if you would live to advertise.

## SUGGESTED MAIL CAMPAIGN FOR "ONE MORE AMERICAN"

From EXHIBITORS' SERVICE DEPARTMENT, 485 Fifth Avenue, New York

### Advance Post Card No. 1

(To be sent nine days before showing of picture)

Dear Madam:

In the new Paramount Picture entitled "ONE MORE AMERICAN," which is coming to the ..... Theatre on ....., George Beban, the beloved Italian-French character actor of the screen, tells a delightfully human story and we feel sure you will not want to miss seeing it.

Manager.

### Advance Post Card No. 2

(To be sent six days before showing)

Dear Madam:

George Beban will appear at the ..... Theatre on ..... in a new Paramount Picture called "ONE MORE AMERICAN." In this picture you will have an opportunity of seeing the streets of the famous "East Side" of New York accurately depicted. The quaint decorations in the Italian homes will afford many a laugh to the audience. As usual, Mr. Beban has an excellent supporting company. Don't forget the date.

Manager.

## SUGGESTED LETTER

(To be sent three days before showing of picture).

Dear Madam:

As you probably know, George Beban makes a specialty of portraying Latin characters, and his achievement in excelling all others on the American stage is due to the fact that practically from childhood he has made an intensive study of this type, with particular attention to roles from the Italian and French.

His first big success was as the Frenchman in Weber & Field's "About Town." From the time he entered screen work he became known to hundreds of thousands, and as an Italian immigrant in "The Sign of the Rose," Mr. Beban scored heavily. This he wrote into a Vaudeville sketch for himself and made a great hit, not only in the United States, but in Canada and London as well.

The present production, "ONE MORE AMERICAN," makes a real story of real people that will prove no exception to Mr. Beban's usual pleasing style of work, and the scenes at Ellis Island during the landing of the immigrants will be of unusual interest.

May we hope to have the pleasure of seeing you at the ..... Theatre on ..... when we are showing this picture?

Manager.

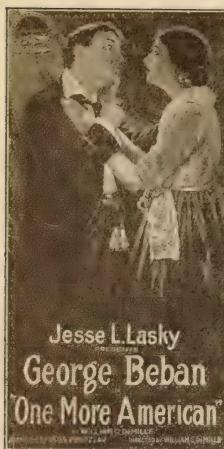
## FOLLOW-UP POST CARD No. 2

Dear Madam:

We have already notified you of the showing of another George Beban photoplay, entitled "ONE MORE AMERICAN," AT THE ..... THEATRE. Please remember that this is the day and that you will be well repaid by coming.

Manager.

Cover your town with this  
paper. You will fill  
every seat at every  
performance



Three-sheet



Slide



Three-sheet



Six-sheet



One-sheet



One-sheet

## ADVERTISING SUGGESTIONS FOR "ONE MORE AMERICAN"

### LOBBY DISPLAY

You could have a reproduction of a Marionette Theatre in your Lobby which should attract a great deal of attention, especially if you make arrangements to keep the figures moving. Over the display have a sign reading:

#### "MARIONETTE THEATRE"

Come Inside and See the Proprietor of the Marionette Theatre,  
East Side Ghetto of New York, Become "One More American"

Since the story of "ONE MORE AMERICAN" deals with an Italian whose little family is held at Ellis Island by a scheming politician, you could have an interesting reproduction of Ellis Island with the immigrants landing—and a photographic enlargement of George Beban prominently displayed in the Lobby with an American flag draped over one corner and an Italian flag draped over the other.

### WINDOW DISPLAY

You could have your local Toy Shop display figures, such as Punch and Judy and other figures in the window, with a string working to keep them moving, and a card reading:

#### A THEATRE WITHIN A THEATRE

At the ..... Theatre George Beban will appear as the proprietor of the Marionette Theatre in Little Italy, New York. The picture is a delight—every inch of it. Don't miss seeing it on .....

### CAR CARDS

Have a reproduction of your Lobby Display, and also have a package of marked bills with a card underneath reading:

#### POLITICIAN CAUGHT WITH THE GOODS

At the ..... Theatre on ..... George Beban will tell in a thrilling manner how Regan, the politician, tried to buy votes and was arrested when caught with marked bills.

### NEWSPAPER ADVERTISING

Utilize the same scheme carried out in your Lobby Display and car cards, with additional reading matter as follows:

#### THE GIFT OF CHARACTERIZATION

George Beban made his stage debut as a child singer with a Minstrel Company in New York, and from that time until he was 16 years of age he studied Italian and French, learning all he could of make-up, until to-day he is the most popular Character Actor of the screen. His latest Paramount Picture, "ONE MORE AMERICAN," which will be shown at the ..... Theatre on ..... is a work of art.

#### "ONE MORE AMERICAN" CITIZEN TURNS POET

When George Beban, as Luigi Riccardo, becomes "ONE MORE AMERICAN" citizen, he writes at once to a soldier friend in Italy, quoting the following advice:

"Our Uncle Sam he make no noise  
But spen' the mon' and train the boys—  
I hear you lose in big, bad push,  
But Uncle Sam make centre rush.  
You hold the line and do your best,  
Our Uncle Sam come do the rest."

For Further Advertising Suggestions Write to Your Exhibitors' Service Department,  
485 Fifth Avenue, New York

## Why George Beban Specializes in French and Italian Roles

George Beban's achievement in excelling all others on the American stage or screen in the delineation of French and Italian character roles, is due from the fact that practically from childhood this son of Latin parents has made an intensive study of Latin characters, with particular attention to roles from the Italian and French.

George Beban was born in San Francisco, but made his stage debut as a child singer with a minstrel company in New York. From this time until he was sixteen, the boy studied Italian and French characters, at the same time learning all that he could of make-up until he became an expert in the art.

A little later Beban made his first big success as the Frenchman in Weber and Field's production of "About Town." As an Italian immigrant, Beban also scored heavily in "The Sign of the Rose," which he wrote into a vaudeville sketch for himself from a well known recitation. In this Mr. Beban made a hit, not only in the United States, but in Canada and at London. Later he prepared a three-act play from the sketch which enjoyed a long and successful tour.

From the time that he entered screen work, Mr. Beban became the leading exponent of Latin characterizations, and with "Pasquale" became known to hundreds of thousands. He also played the old Frenchman in "The Bond Between"; and Italian vegetable gardener in "The Marcellini Millions"; Giuseppe Franchini, an Italian with a performing bear, in "The Roadside Impresario"; Jean, the French cook, in "The Cook of Canyon Camp"; and Niccolo Darini, another successful Italian character, in "Lost in Transit."

His latest production, "Jules of the Strong Heart," is his second French-Canadian role, and is said to be his strongest picture in human interest, the quality which Mr. Beban has firmly believed and proven to be the leading desirable quality in all motion picture productions.

The production which, like most of the others, was produced under the expert direction of Donald Crisp, was written from the story by William Merriam Rouse and translated to screen form by Frank X. Finnegan and Harvey F. Thew. It is to be shown on the screen of the.....Theatre beginning on.....

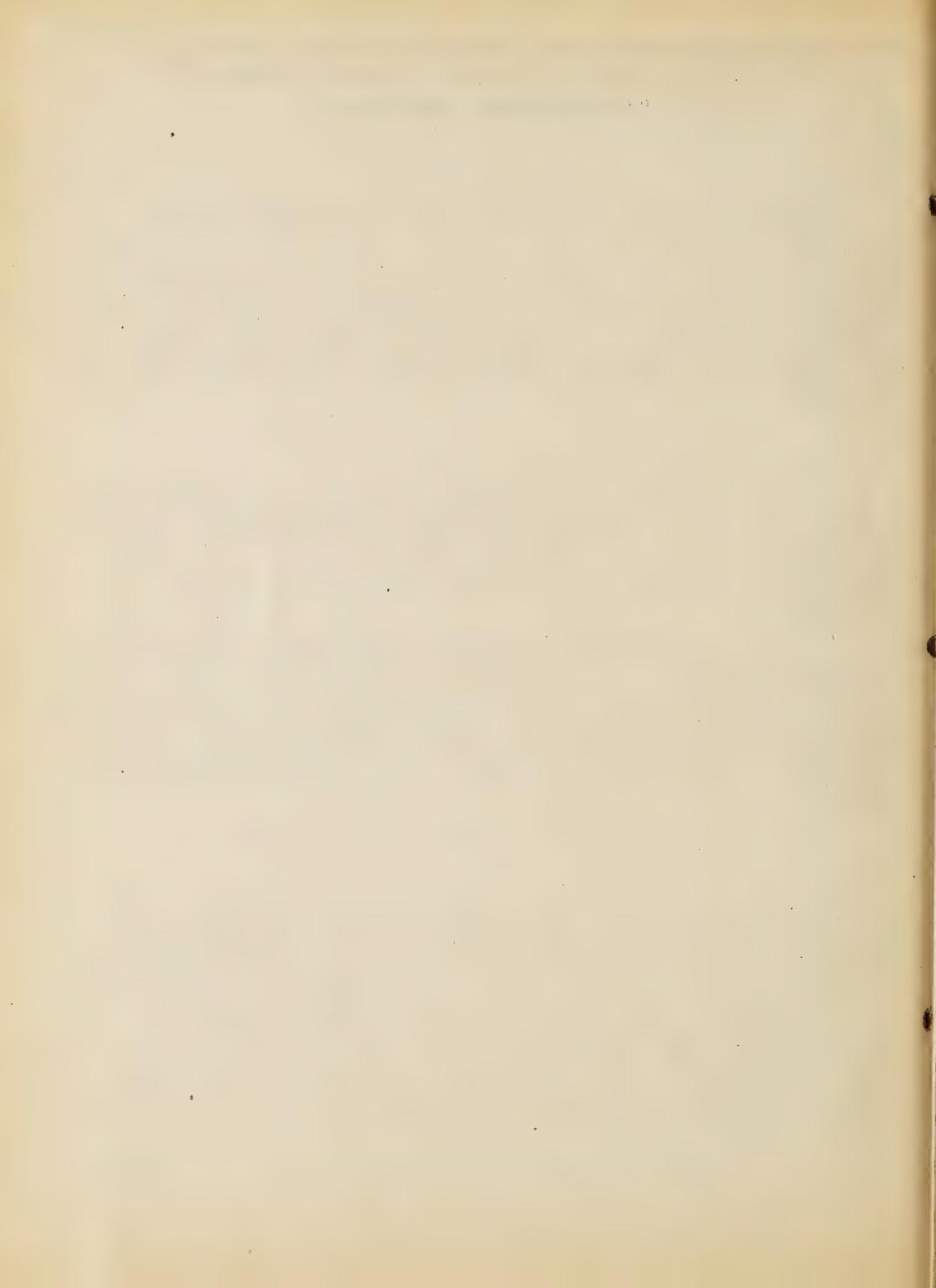
**Advance Publicity—Newspaper shorts to be sent out three, two and one day, respectively, in advance of the first showing of  
"ONE MORE AMERICAN"**

George Beban, the beloved Italian-French character actor of the screen, is coming to the.....Theatre on.....in his newest Paramount picture "One More American." This was written and directed by William C. DeMille, the noted writer and director of photoplays, who has directed such pictures as Geraldine Farrar's "Carmen," "The Warrens of Virginia" and others. The cast includes Helen Eddy, Mr. Beban's leading lady in so many of his former pictures, Camille Ankewich, Raymond Hatton, Jack Holt, Ernest Joy and others as well known.

"One More American," the Paramount picture starring George Beban at the.....Theatre next week, was taken by its director, William C. DeMille, from a playlet by himself which was called "The Land of the Free." This was produced on the stage in New York several years ago. The scenario was written by Olga Printzlau.

The story is of an Italian Marionette Theatre owner in New York's great East Side Ghetto, whose little family, due from Italy, is kept from him by a scheming politician who detests the open-hearted Italian who has lost him many a vote. How Luigi, with the help of a rising young reporter and a physician, at last locates his wife and child and how another romance is also successfully consummated through his efforts, makes a real story of real people that will prove no exception to Mr. Beban's usual pleasing style of work.

Olga Printzlau, the brilliant young Franco-Italian scenarioist, who wrote "One More American," George Beban's newest Paramount picture, which is to be shown at the.....Theatre on....., is equally at home in any of the three countries. France, Italy or the United States, and speaks all three languages, together with several others, quite fluently. Mademoiselle Printzlau—or should we have said Signorina or plain Miss--has written scenarios for some of the largest companies. But in "One More American" she has produced the most effective photoplay script of her career. It is the story of an Italian immigrant and affords George Beban, the star, a splendid vehicle.



## Current Publicity—Newspaper stories to be sent out the first day of the showing of "ONE MORE AMERICAN"

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Director William C. DeMille, who not only wrote but also directed George Beban's latest Paramount Picture, opening today at the.....Theatre, has directed some of the screen's most notable productions, including Geraldine Farrar's "Carmen," "The Warrens of Virginia," and others. "One More American," his latest, is a strikingly patriotic picture, without any of the exaggerated sentimentalism of the ordinary so-called "patriotic" film. "One More American," like most of Mr. Beban's photoplays, deals with the life of an immigrant and his winning struggle to make friends of the Americans and to adopt their customs as well as to swear allegiance to their flag.

---

This week at the.....Theatre, manager.....has booked one of Paramount's new films, "One More American," starring clever George Beban, the Italian impersonator. An excellent cast, including Helen Eddy, Camille Ankewich, Raymond Hatton, Jack Holt, H. B. Carpenter and Ernest Joy, supports Mr. Beban in this picture, which was written and directed by William C. DeMille. The scenario was prepared by Olga Printzlau.

Luigi Riccardo, the proprietor of a little Marionette Theatre in the heart of Little Italy, New York, expects his little wife and child to arrive from Italy. His preparations and great joy in their coming, his disappointment, and his discovery that he owes all this unhappiness to Boss Regan; all this and so much more that it is impossible to tell it all here, is shown in the picture, which like all Mr. Beban's work is most charming and humanly appealing.

---

George Beban is performing at the.....Theatre this week in his newest Paramount picture, "One More American." All the human interest and charm of "Jules of the Strong Heart", his preceding photoplay--and this is saying a great deal--are to be found in it, with a cast of especial excellence, including Helen Eddy, Raymond Hatton, Jack Holt, and others. The story was originally written by the director, William C. DeMille, while the scenario was arranged for the screen by Olga Printzlau. It is a tale of an Italian immigrant and his struggle against the machinations of a wily "political boss."

57-4710-2  
is snuffed into flame  
100% O<sub>2</sub> at 1000°K

## Review—Newspaper review from the standpoint of a "first nighter," to be sent out the day after the first showing of "ONE MORE AMERICAN"

Having seen George Beban many times on the screen, in fact just as many times as we could, and having been each time impressed anew with his fine art, we were still unprepared for the George Beban whom we encountered at the.....Theatre yesterday in "One More American," his latest Paramount photoplay.

The picture is a delight, every inch of it, and now, with the memory of the quaint little East Side Marionette Theatre and its owner still fresh in our mind, it seems that no one else could ever have portrayed him quite so realistically as Mr. Beban.

As Luigi Riccardo, he manipulates his puppets and is, in turn, manipulated by Fate, or the scenarioist, according to one's ability to forget the technicalities, although not quite as gently as he handles his dolls, for Luigi is gentle and the Fates are not.

A certain political boss, known as "Boss Regan," takes a hand in the game of buffeting Luigi, for he suspects, and rightly, that he owes a number of his lost East Side votes to the activities of the Marionette Theatre owner. He attempts to prevent Luigi's family entering the country by bribing the inspecting physician.

There is a reporter who has long itched to "get the goods" on the wily Regan, and it is this reporter who, at the last desperate stage of Luigi's affairs, when all the world seems dark and friendless to the little Italian whose family have now been refused admittance to the country, steps in and hands the Fates, or "Boss Regan," whichever you will, a wallop.

Luigi's family is allowed to enter the country and the gay little festival that had been planned takes place after all, with Sam Potts, the reporter, Lucia, his sweetheart, and Luigi's assistant, and the little family from Italy joining in the merriment. Camille Ankewich, who plays the wife, is more beautiful than ever in her picturesque costume with earrings of coral, gaudy scarfs and skirts of bright colors and altogether a very Madonna-like look. Scenes in the steerage of a great Transatlantic passenger steamer are vividly reproduced as are the customs house and detention houses of New York.

Others in the cast are Helen Eddy as Sam Potts' sweetheart, the reporter himself being portrayed by clever Jack Holt. Raymond Hatton as Luigi's assistant, "Bump," is fine, while the rest of the cast do more than their share. "One More American" was written by William C. DeMille, the director, while Olga Printzlau is responsible for the scenario.

W. H. Reed Jr.

66760-27  
R. C. G.

**For Exhibitors' Information or House Organ—cast and the story of  
"ONE MORE AMERICAN"**

**THE STORY**

Luigi Riccardo owns a Marionette Theatre in Little Italy and has worked and saved faithfully against the coming to America of his wife and little girl, whom he has not seen in five years. His two great ambitions are to become an American citizen and to succeed for the sake of his little family. He is assisted by his young cousins Lucia and Georgia Vigianni. Lucia is courted by Bump Rundle, a prize ring philosopher who is a frequent caller at the little Ghetto home above the theatre.

Riccardo has antagonized Regan, the ward politician, by refusing to pay graft and asserting his honest convictions. He undermines Regan's influence in the Italian district and loses him many votes. Regan is furious and prevents Riccardo obtaining his naturalization papers. But Riccardo forgets his disappointment when he receives a letter telling him his wife is to arrive next day.

Sam Potts, the reporter, has long tried to "get the goods" on Regan. Rundle tells him that Regan is to call on Riccardo that night and decides to be on hand.

Bump and Sam call and hear with pleasure of the expected arrival of the little family. Regan demands a private interview with Riccardo, and alone, makes a final demand that the Italian shall stop influencing his friends against him. He wants him to join the Mike Regan club and support him. Riccardo refuses. Regan threatens to drive him from the district. Bump endeavors to quiet the row and urges Regan to wait till after the little family has arrived. Pretending sympathy, Regan leaves, mentally determined to "get" Riccardo, "good."



Regan goes to a struggling physician, Dr. Ross, for whom he has secured a position on Ellis Island, and makes him promise to find something "wrong" with Riccardo's wife when she arrives. Dr. Ross refuses, but is told to remember what will happen to him and his own family if he does not do as he is bid.

Morning brings the immigrants into the New World and Riccardo, wild with happiness, meets his wife and babe. He is about to take them to his little home when Dr. Ross intervenes and demands an examination. The wife is physically fit, but the doctor is afraid to disobey Regan and by frightening the child, pronounces her unfit. Riccardo is told his family must go back to Italy. Crazed, he begs and pleads with Regan, promising to do anything if he will only help him to keep his family with him.

Regan says he can do nothing and calmly watches the agony of the little family. Riccardo returns to his home, desolate at the thought of the festive preparations that have been made.

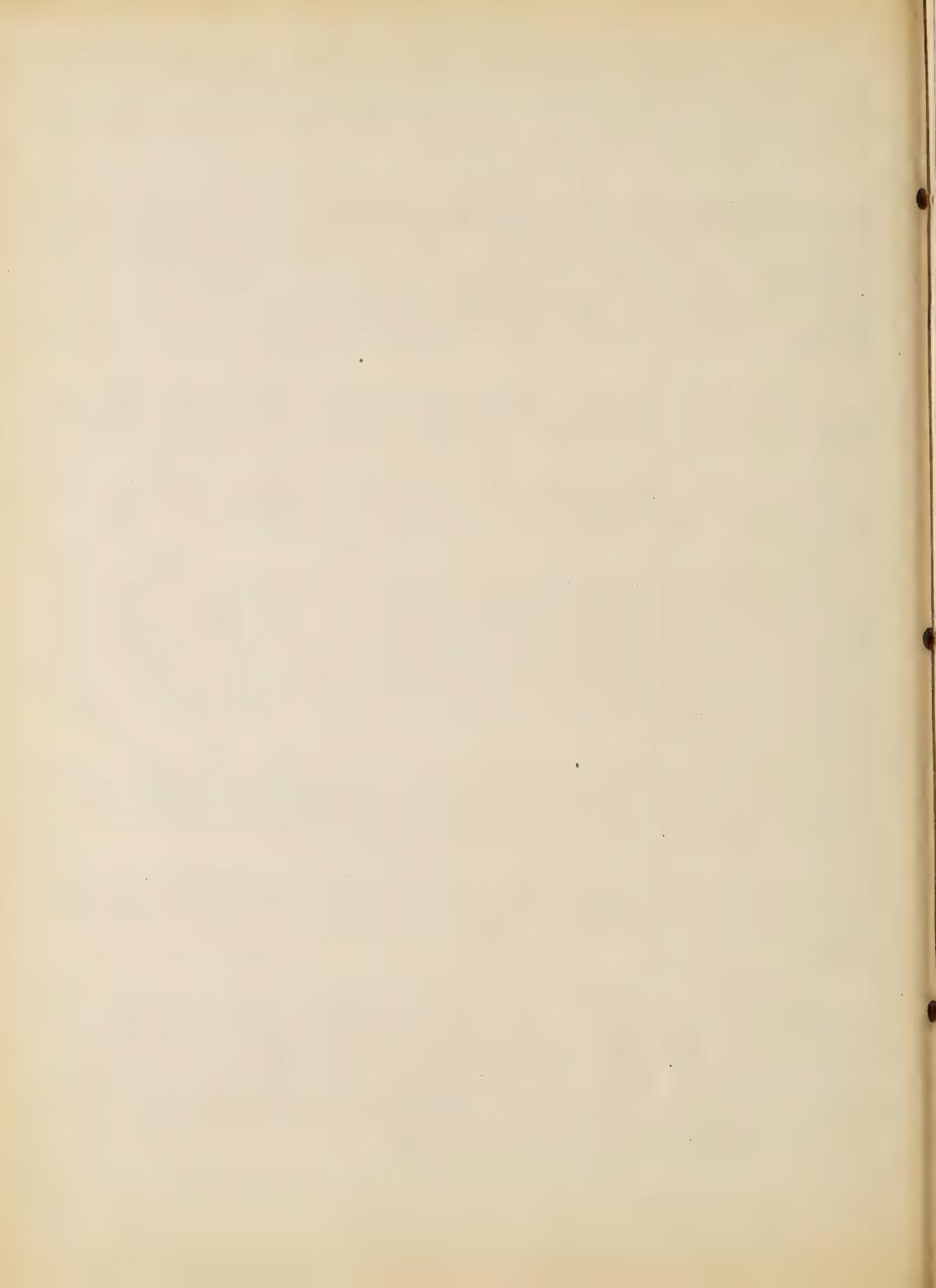
Sam Potts, there with Bump, Lucia and Giorgio, hears the story and goes to the District Attorney, believing fully that Regan is responsible. He succeeds in interesting the official.

At night, Riccardo, heart broken, goes on with his Marionette show. Meanwhile, Potts wrings a confession from Dr. Ross who is anxious to atone. They secure the order for release after the Immigration Commissioner has heard the story. Dr. Ross goes to Ellis Island to rescue the little family while Potts arrives at the theatre with two detectives to find that Riccardo has gone to kill Regan, having learned that he was the cause of his family being refused admission.

Potts hopes Regan will come before Riccardo gets him and sets the trap, however, by marking bills loaned by Bump and telling Bump to give them to Riccardo when he returns and induce him to buy his naturalization papers from Regan.

Regan learns of the pursuit by Riccardo and believes he is ready to "come through." He goes to the theatre and arrives before Riccardo's return. Sam and the detectives hide in adjoining rooms.

When Riccardo enters he is ready to kill Regan but Bump holds him off, telling him the only way to get his family back is to buy the papers. Riccardo agrees and offers the money to Regan who accepts. He is caught with the goods and is arrested. Riccardo thinks his last chance is gone as Regan is taken away and rushes after him. To his amazement as he opens the door he finds Dr. Ross with the wife and child. Amid a scene of great rejoicing, the Doctor realizes he has made reparation.



## Production Cuts and Mats—"One More American"



GEORGE BEBAN in One More American A Paramount Picture

GEORGE BEBAN in One More American  
A Paramount Picture

*Issued in sets of ten consisting of*

- Two three-column cuts or mats
- Three two-column cuts or mats
- Five one-column cuts or mats

*Always obtainable at your exchange*

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PAULINE FREDERICK.....Mrs. Dane's Defense  
GEORGE BEBAN.....Jules of the Strong Heart  
JACK PICKFORD and LOUISE HUFF

The Spirit of '17  
WALLACE REID.....Rimrock Jones  
J. STUART BLACKTON'S....The World for Sale  
JULIAN ELTINGE.....The Widow's Might  
CHARLES RAY.....The Hired Man  
PAULINE FREDERICK.....Madame Jealousy  
DOROTHY DALTON....."Flare-Up" Sal  
VIVIAN MARTIN.....A Petticoat Pilot  
ENID BENNETT.....The Keys of the Righteous  
WALLACE REID.....The Thing We Love  
SESSUE HAYAKAWA.....Hidden Pearls  
BILLIE BURKE.....Eve's Daughter  
JACK PICKFORD.....Huck and Tom  
GEORGE BEBAN.....One More American



ELSIE FERGUSON,  
Rose of the World

WILLIAM S. HART,  
Wolves of the Rail

MARY PICKFORD  
.....Stella Maris

C. B. DE MILLE'S  
The Whispering Chorus

ELSIE FERGUSON,  
The Song of Songs

WILLIAM S. HART,  
Blue Blazes Rawden

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133 E. 2nd South Street.

**MINNEAPOLIS, Minn.**  
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**WINNIPEG, Man.**  
447 Main Street.

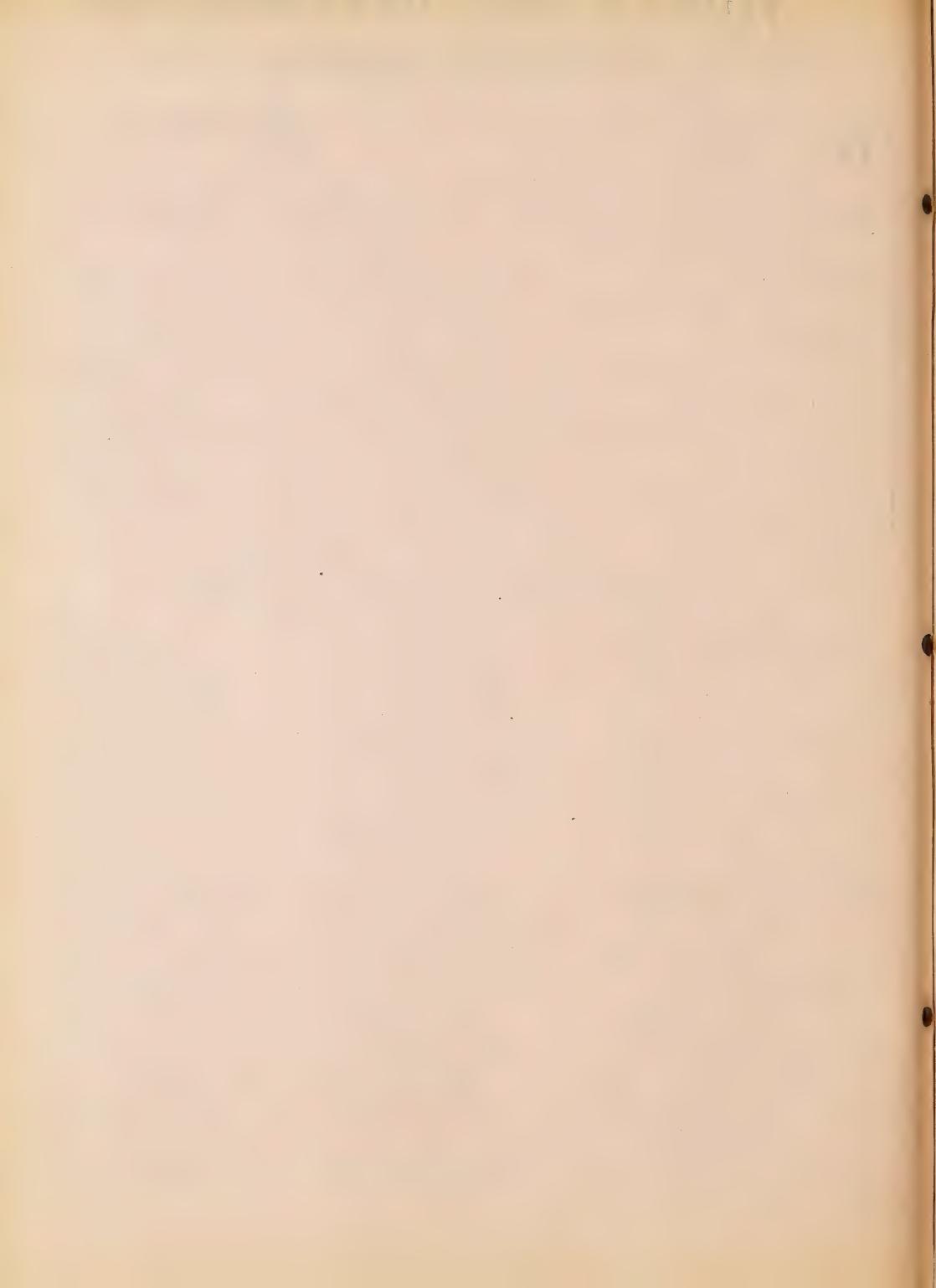
**CALGARY, Alta.**  
Elm Block.

# FAMOUS PLAYERS-LASKY CORPORATION

INTER-OFFICE COMMUNICATION

To

Date \_\_\_\_\_





# Press Book — Exhibitor's Aids

Thomas H. Ince

presents

# Enid Bennett

in

## "Keys of the Righteous"

By C. GARDNER SULLIVAN

Directed by Jerome Storm

A Paramount Picture



## An Old Friend With New Possibilities

Mary Manning .....	ENID BENNETT
Tom Gale .....	Earl Rodney
Peter Manning .....	George Nichols
Paul Manning .....	Josef Swickard.
John Manning .....	Carl Farms
Sarah Ann Watts .....	Gertrude Claire
Mary's Mother (Mrs. Manning)....	Lydia Knott
Judge Michael Burke .....	Melbourne MacDowell

Director.....Jerome Storm



TRADE MARK  
FAMOUS PLAYERS-LASKY CORPORATION  
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General  
NEW YORK



# What You Want To Know About "The Keys of the Righteous"

STAR . . . . .	ENID BENNETT, Thomas H. Ince's popular Australian star in her Paramount debut.
DIRECTOR . . . . .	Jerome Storm.
CAMERAMAN . . . . .	Charles Stumar.
CAST . . . . .	Includes some of the most popular Thomas H. Ince players, among them Earl Rodney, who has recently been working at the Mack Sennett Studios, and has worked for D. W. Griffith; George Nichols and Joseph Swickard, two of the best loved "old men of the screen"; Lydia Knott, Gertrude Claire and Melbourne MacDowell.
STORY . . . . .	Starts with wholesome picturesque life of girl in Wisconsin woods, who for her mother's sake makes a great sacrifice for her derelict father, a worthless drunkard. Full of contrast, human interest and relieved with frequent laughs.
SETTINGS . . . . .	Most of the exteriors filmed at beautiful Arrowhead Springs, California. Cabin and mining-town hotel interiors unusually accurate even for an "Ince" production.
PHOTOGRAPHY . . . . .	Good throughout.

**Music Cues Will Be Found in "Progress---Advance", the Splendid Exhibitors' Publication Now Being Issued Weekly by Paramount,  
Or At Your Exchange**

#### ACCESSORIES

(Obtainable from your Exchange)

#### Paper

Two one-sheets  
Two three-sheets  
Two six-sheets

#### Photos

10 8x10 black and white  
8 11x14 colored gelatine  
2 22x28 colored gelatine  
8x10 photos of star

#### Cuts and Mats on Production

Five one-column  
Three two-column  
Two three-column

#### Stock Cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

#### Series of Advertising Layouts:

Mats

Press Book with sales talk, card and letter announcements, suggestions for lobby and other displays.

#### THE PLAYERS

MARY MANNING,  
ENID BENNETT  
Tom Gale.....Earl Rodney  
Peter Manning..George Nichols  
Paul Manning..Josef Swickard  
John Manning....Carl Farms  
Sarah Ann Watts, Gertrude Claire  
Mary's Mother,  
(Mrs. Manning) ..Lydia Knott  
Judge Michael Burke,  
Melbourne MacDowell

Director, Jerome Storm

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- Back Cover, Exchange List and Latest Releases

# Ad-cuts and mats start them coming—bring them back

Paramount line cuts hold all the attractiveness of a half-tone—and more. They are just as human, just as appealing. They have a snap and life that cannot be had in a half-tone. Their solid blacks and whites will catch any eye—and any purse.

## EXHIBITOR'S THEATRE



Enid Bennett is back! In a powerful drama of thrills, hair-raising suspense, and rapid fire action in the primitive copper country.

---

Paramount-  
Burton Holmes Travel Picture

---

Paramount - BRAY Pictograph

---

Musical Program

# EXHIBITOR'S THEATRE

Thomas H. Ince presents

# Enid Bennett

in "The Keys of the Righteous"

Directed by Jerome Storm



You've wondered where Enid Bennett was, haven't you? Well, here she is, back again; in an exciting drama of the copper country, tense situations and primeval passions.

---

Paramount-Mack Sennett Comedy

---

Paramount-BRAY Pictograph

---

Musical Program

If your advertising is to be sufficient for future wants, it must be wider than present necessities.

# EXHIBITOR'S THEATRE

Thomas H. Ince presents

# Enid Bennett in "The Keys of the Righteous"

Directed by Jerome Storm



## A Paramount Picture

See this tense drama of the days when "the best man won." Back in the old copper-field days—primitive passions, gripping suspense, and a pippin climax.

Other Attractions

Musical Program

If you would live to advertise, you must advertise to live.

# **ADVERTISING SUGGESTIONS for "The Keys of the Righteous"**

## **From Exhibitors' Service Department**

**485 Fifth Avenue, New York**

### **POSTAL CARD No. 1**

(To be sent 9 days before showing)

Dear Madam:

Enid Bennett, the pretty and popular Australian screen star, will make her Paramount debut under the auspices of Thos. H. Ince at the ..... Theatre on ..... in a photoplay called "**THE KEYS OF THE RIGHTEOUS.**"

We hope to see you at the theatre on that evening.

*Manager.*

### **POSTAL CARD No. 2**

(To be sent 6 days before showing)

Dear Madam:

In "**THE KEYS OF THE RIGHTEOUS,**" which will be presented at the ..... Theatre on ..... Miss Enid Bennett is at her charming best, and is given a great opportunity to exploit all of her talents, humorous and serious alike.

She is surrounded by a splendid cast, including Melbourne MacDowell, Earl Rodney, George Nichols and Lydia Knott, who has portrayed so many mother roles, and we are sure you will want to see this picture.

*Manager.*

### **SUGGESTED LETTER**

(To be sent 3 days before the showing)

Dear Madam:

Miss Enid Bennett, whose youthful beauty has blazed her way to remarkable screen success is to appear in a new Paramount Picture entitled "**THE KEYS OF THE RIGHTEOUS,**" at the ..... Theatre on .....

Miss Bennett is an English girl, having been born in Australia. She was educated under a governess and at a finishing school and then secretly aspired to the footlights. The opportunity came when she was introduced to Katherine Gray who assisted her to an engagement as "Modesty" in "**EVERYWOMAN.**" It was only a short time after that Miss Bennett signed a contract with Thos. H. Ince to appear under his direction as a Paramount star.

Miss Bennett is very ambitious. She studies French and vocal culture during her spare moments and her chief recreations are reading and horseback riding, although she delights in all outdoor sports. She possesses not only a remarkable "camera face," but real dramatic ability, and in this latest Paramount Picture, Miss Bennett is as dainty and charming a comedienne as the screen knows.

"**THE KEYS OF THE RIGHTEOUS**" gives every indication of being an altogether unusual feature—unusual as to story, as well as to the high character of its production, and we shall hope to have the pleasure of seeing you on that evening, when you will not only be assured of real entertainment, but comfort as well.

*Manager.*

### **FOLLOW UP POST CARD**

(To be sent on date of showing)

Dear Madam:

We are showing "**THE KEYS OF THE RIGHTEOUS**" at the ..... Theatre today. This is the new Paramount Picture about which we wrote you, in which Miss Enid Bennett is the star. You will not want to miss seeing this production.

*Manager.*



# Enid Bennett in "The Keys of the Righteous"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—One Two-column and Three One-Column Cuts and Mats

Centre Row—One Three-column, One Two-column and Two One-column Cuts and Mats

Bottom Row—One Two-column and One Three-column Cuts and Mats



# **ADVERTISING SUGGESTIONS for "The Keys of the Righteous"**

## **From Exhibitors' Service Department**

**485 Fifth Avenue, New York**

**LOBBY DISPLAY** You could make an attractive Lobby Display by having a cut out of a large heart (Red) with two locks in the center, and into each of these locks have a key with a card reading:

**OPENED AT LAST BY "THE KEYS OF THE RIGHTEOUS"—  
COME INSIDE AND SEE WHAT LOVE AND SELF-SACRIFICE WILL DO.**

In the background you could have an attractive scene in the Wisconsin woods and an attractive picture of Miss Enid Bennett.

**WINDOW DISPLAY** Your Department Store could have a reproduction of your Lobby Display with an attractive photograph of Miss Enid Bennett, and they could tie up with the theatre by a card reading:

**THESE MAGIC KEYS  
UNLOCK THE HEARTS  
FOREVER CLOSED  
TO WORLDLY ARTS.**

Don't fail to see Enid Bennett in her first Paramount Picture—  
"The Keys of the Righteous" at the ..... Theatre on .....

This store could also display high boots, corduroys, hunting clothes and all kinds of winter sports.

Your local Book Store could display all kinds of books relating to Prohibition, such as "John Barleycorn," etc., with reading matter as follows:

"Don't fail to see "THE KEYS OF THE RIGHTEOUS" at the ..... Theatre on ..... where Mary Manning, through love and self-sacrifice saves her father from a drunkard's grave."

**CAR CARDS** You could have cut-outs of two very large keys crossed and have one marked "Love" and the other "Self-Sacrifice" and use the same reading matter as in the Window Display. Show the attractive photo furnished of the mother, father and child re-united.

**NEWSPAPER ADVERTISING** Have a reproduction of your most attractive window display with additional reading matter as follows:

AT THE ..... THEATRE ON .....  
**ENID BENNETT WILL SHOW YOU HOW LOVE AND  
SELF-SACRIFICE EARN FOR HER NOT ONLY  
HAPPINESS THROUGH THE REFORMATION OF A  
DRUNKEN FATHER, BUT THE GREAT LOVE OF  
TOM GALE, THE STRONG YOUNG WOODSMAN.**

**DON'T FAIL TO SEE THIS WONDERFUL PARAMOUNT PICTURE.**

**DASHBOARD ADVERTISING** Try Dashboard advertising for this production on the front of your trolley cars and see if it does not insure an increase in attendance.

Be sure to use the post cards and letters suggested in these press books. The items in them are so interesting that patrons will want to come and see Miss Bennett in her charming characterization of "The Keys of the Righteous."

For Further Advertising Suggestions Be Sure to Write  
**THE EXHIBITORS' SERVICE DEPARTMENT**

485 Fifth Avenue, New York



## ENID BENNETT REAPPEARS ON SCREEN

Enid Bennett, whose youthful beauty has blazed her way to remarkable screen success for one so young, is to re-appear upon the screen in her first Paramount picture at the ..... Theatre. This is "The Keys of the Righteous," a tale of the Wisconsin forests and life in them and in a nearby city where the miners and lumbermen congregate.

Miss Bennett, although she is able so well to portray American girl types, is by birth an English girl, having been born at York, Australia. Educated under a governess, and at a finishing school, Miss Bennett started her career in business in Perth. The routine life did not suit her, however, and she secretly aspired to the footlights. Her opportunity for this came when she was introduced to Katherine Grey who later assisted her to secure an engagement as "Modesty" in "Everywoman."

Fred Niblo and his wife, Josephine Cohan, then playing in Australia, saw her and immediately engaged her to play with their repertoire company with the result that she played prominent parts in "The Whip," "The Fortune Hunter," "Seven Keys to Baldpate" and "Broadway Jones."

It was scarcely a year ago that Miss Bennett signed a contract with Thomas H. Ince to appear under his direction, and when he, in turn, signed with Paramount and Artcraft Pictures, she, together with William S. Hart, Dorothy Dalton, and Charles Ray, became a Paramount star.

Miss Bennett studies French and vocal culture during her spare moments and her chief recreations are reading and horseback riding, although she delights in all outdoor sports. She has a clear and very light complexion which her fondness for the outdoors and sunshine has never marred, luminous blue eyes that mirror every shade of feeling, and a very extraordinary and individual charm of manner.

Under the supervision of Mr. Ince, Miss Bennett has been able to exploit these particular charms for the screen, and it has been proven again and again that she possesses not only a remarkable "camera face," but real dramatic ability. "Happiness," one of her recent pictures, caused much favorable comment. Her training in repertoire on the stage greatly helped her and while the ingenue type is her strongest point, she can be as dainty and charming a comedienne as the screen knows. In "The Keys of the Righteous," Miss Bennett plays the ingenue but is given occasion to exploit all of her talents, humorous and serious alike.

Днісся від  
їх чистої брови  
підійде тиа

відмінною  
з кількох  
одиниць  
також підійде

## ADVANCE PUBLICITY

Newspaper shorts to be sent out three, two and one days respectively before the first showing  
of "THE KEYS OF THE RIGHTEOUS"

Earl Rodney, late of the Mack Sennett studios, and who will be remembered as having appeared in several of the D. W. Griffith masterpieces, is soon to appear at the ..... Theatre in support of charming Enid Bennett in her Paramount screen debut, "The Keys of the Righteous." Others in the cast are George Nichols and Carl Forms, two of the screens' best loved "old men" and Lydia Knott who has portrayed so many mother roles. Miss Bennett is at her charming best in "The Keys of the Righteous" which was directed by Jerome Storm under the supervision of Thomas H. Ince.

Enid Bennett, the pretty and popular Australian screen star, makes her Paramount debut under the auspices of Thomas H. Ince at the ..... Theatre on ..... in "The Keys of the Righteous." This is a story of the life and adventures of Mary Manning in the woods of Wisconsin with her invalid mother, her grim old grandfather and an uncle. Her mother has been waiting each day for eighteen years for the return of her father, a derelict now, and a drunkard in a nearby town. When he finally does come, it is only in time to be present at his wife's funeral, for the shock of the reunion proves too much for her slender strength.

Without even Tom Gale, the strong young woodsman who had come to take so large a place in her life, and who had recently gone away on a trip, Mary is left to struggle on alone. Her efforts to guard her father from further "backsliding" and the great sacrifice she makes for him later, earns for her, not only happiness and the great love of Tom Gale, but also the affection of her crusty old grandfather.

At the ..... Theatre tomorrow, pretty Enid Bennett, Thomas H. Ince's Australian star will make her debut in Paramount pictures. "The Keys of the Righteous" as directed by Jerome Storm, will be the vehicle and it is said that the cast picked to support Miss Bennett is especially good. It includes Earl Rodney, George Nichols, Josef Swickard, Carl Forms, Gertrude Claire, Lydia Knott and Melbourne MacDowell. The story is that of a girl who makes a supreme sacrifice to save her father, a weakling, for her dead mother's sake, thus gaining a strong and lovable character which wins her the love of a handsome youth.

— 10 —  
S. S. — *Specifying and defining*  
*the Riddle* — THE Riddle

of *Specifying*  
and *Defining*

## CURRENT PUBLICITY

Newspaper shorts to be sent out during the first day's showing of  
"THE KEYS OF THE RIGHTEOUS"

At the ..... Theatre clever Enid Bennett is making a long looked for reappearance on the screen, this time under the Paramount banner in "The Keys of the Righteous." Miss Bennett, with William S. Hart, Dorothy Dalton and Charles Ray, followed Thomas H. Ince when he became affiliated with Paramount and Artcraft pictures and is the last of the four to appear.

"The Keys of the Righteous" is a story of Wisconsin and deals with the struggle of pretty Mary Manning to keep together a family composed of a crusty old grandfather who has never forgiven her invalid mother for marrying his son, a drunken derelict, and one kindly uncle, almost her only friend. One other friend, however, is handsome young Tom Gale, a "lumber cruiser" who stands by through thick and thin. A happy ending is interestingly brought about. Other numbers on the program at the ..... are .....

.....

The very newest Thomas H. Ince production, "The Keys of the Righteous," a Paramount picture, is to be seen at the ..... Theatre, starring Enid Bennett who has, because of a law suit which she only recently won, been enjoying some time of enforced idleness. Her friends will be glad to learn that "The Keys of the Righteous" gives Miss Bennett ample opportunity to use her great talents not only as an emotional ingenue, but also in parts of the picture as the winsome comedienne that only she can be. The excellent supporting cast includes Earl Rodney, George Nichols, Josef Swickard, Carl Farms, Gertrude Claire, Lydia Knott and Melbourne MacDowell. The director was Jerome Storm who worked under the personal supervision of Thomas H. Ince himself.

Enid Bennett, the fascinating Australian screen star now appearing at the ..... Theatre in "The Keys of the Righteous," a Paramount picture directed by Jerome Storm under the supervision of Thomas H. Ince, is one of the most personally popular stars of screendom and boasts a wide assortment of real friends as well as the thousands who know and love her through her screen work. At Christmas time she gave a large house party at Bear Valley, California, the famous resort of motion picture folk. Three tiny log cabins were erected for the party and the old fashioned Yule Log burned brightly through all the varied festivities.

Original from  
University of  
Michigan

Microfilm  
negative

REVIEW

Newspaper review of "THE KEYS OF THE RIGHTEOUS" to be sent out the day after the first showing

ENID BENNETT'S FIRST PARAMOUNT PICTURE "KEYS OF THE RIGHTEOUS,"

at the .....

When Thomas H. Ince affiliated with Paramount and Artcraft, he brought with him four big stars: William S. Hart, Dorothy Dalton, Charles Ray and Enid Bennett. Mr. Hart, Miss Dalton, and Mr. Ray have each appeared in several Artcraft and Paramount pictures, but Miss Bennett, popular young beauty that she is, had more than an ordinary amount of difficulty in being allowed by another firm to enlist as a Paramount star and had to win a law suit to be allowed to proceed in the even tenor of her way.

Now all difficulties, as to legal contract entanglements, having been swept away by her winning the suit, Miss Bennett is appearing in her first Paramount production under the personal supervision of Mr. Ince. The picture is known as "The Keys of the Righteous" and is being shown at the ..... Miss Bennett and the Ince company went to Arrowhead Springs, California, to film scenes.

The picture gives every indication of being an altogether unusual feature — unusual as to story, as well as to the high character of its production. Miss Bennett has a role in which her beauty and dramatic talent find wide scope for exploitation.

The story has to do with the devotion of a young girl for her father, who, weakened by dissipation, has deserted his wife, returning just as the latter is about to die. The mother entrusts the keeping of the father to the young daughter, the part played by Miss Bennett — and just how well the girl carries out her mother's wishes is very interestingly told in the photoplay. Miss Bennett has opportunities to prove her abilities as a comedienne, while talents as an emotional actress are clearly depicted. In her first Paramount production, Miss Bennett has the support of Earl Rodney, as leading man, Josef Swickard, George Nichols, Carl Formes, Lydia Knott and other well-known Ince players.



# For Exhibitors' information or house organ,—the players and story of “THE KEYS OF THE RIGHTEOUS”

T H E   P L A Y E R S

Under the personal supervision of THOMAS H. INCE

T H E   S T O R Y

In the north woods of Wisconsin, Mary Manning, our heroine, lives with her grandfather, an uncle and her invalid mother. In spite of the hardship of her life, Mary has absorbed the sunshine as it came her way and her dark eyes are as clear and fathomless as her own favorite wood pool.

She well knows the story of how her mother came to her grandfather's cabin just before she was born, ill and friendless, and how her grandfather, old Peter Manning would have driven her out into the storm had it not been for the intervention of her uncle John, unlike his father and brother, a mild and gentle character, whose kindness to Mary has helped her over many a hard time when her grandfather's gruffness grew wearisome.

The mother, pining for her runaway husband, Paul Manning, grew worse from day to day until now, in Mary's eighteenth year, her mind has become weakened and she is little more than a helpless burden.

Into the midst of this hopelessness, Tom Gale comes like a godsend to brighten the girl's lonely life. He is what is called a "timber cruiser" and has come to the woods near her cabin for a lumber estimate. Accidentally meeting Mary, the two become friends and he proceeds to bring to her the happiness which he assures her is her heritage.

Fifty miles to the south, clinging to the shores of Lake Superior, lies Ore City, the outlet of the copper regions, and a hotbed of vice and drunkenness. It is to this place that Mary's



father, a weakling, drifts at last. On being arrested for disorderliness, he is told by the judge that the next time he appears in court, his sentence will be for a year at least. Frightened and sobered, he buys a ticket for his old home, much as a child returns instinctively to its mother for comfort.

Peter refuses to receive him and it is only through Mary's efforts for her mother's sake, that he is allowed to see the wife and child he had deserted. The reunion is too much for the invalid, however, and before the next morning, Mary is left motherless. Grief stricken, Mary ignores her father, as does old Peter, until she finds a note from him saying he is going back to his old life at Ore City. Mary had promised her mother in answer to a last request, to guard her father from that, and she hurries after him, taking money from her grandfather's safe box.

The old man is furious, and he too, follows to Ore City. In the meantime Mary has located her father at a disreputable hotel where she enters with the idea of persuading him to start life anew with her. While they are talking, the police raid the place and they are taken to court together with the others. Just as the judge is about to pronounce the dreaded sentence, Mary steps forward and pleads for mercy for her father, saying that it was her fault that he was there, that he had merely come to find her. Peter, who had drifted into the court with the crowd of interested spectators, hears this, and realizes the girl's tremendous sacrifice. He meets his son's eyes which seem to plead with him for help, but like the disciple for whom he is named, Peter is "found wanting," and refuses to acknowledge his son and granddaughter.

The Judge is a little skeptical about Mary's testimony and decides to give the case a private hearing. It is at this juncture that Tom Gale appears. He has been away while the whole episode was taking place and, returning to find the family in Ore City, has followed them there. He tells the judge that he is to marry Mary and therefore will be present at the trial.

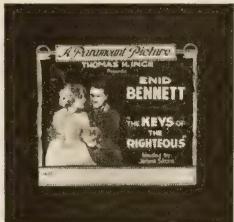
Just as the judge decides to send Mary and her father home together, there is a noise outside and old Peter bursts into the room. He has told the guards he was Paul's father, and that and his pitiful face have gained him admittance. When Mary sees him all the new happiness dies out of her face, but when he falls on his knees before her, and taking her hand in both of his, kisses it penitently, she relents and with her softest smile, reaches out to stroke his hair, telling him that "Daddy is going home with us."



Cover your town with this paper and you will fill  
every seat on every performance

Always obtainable at your Exchange

SLIDE



Three Sheet



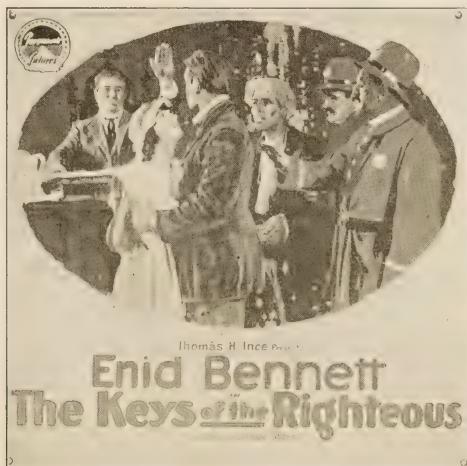
One Sheet



One Sheet



Three Sheet



Six Sheet

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WALLACE REID . . . . .	The Spirit of '17
BLACKTON'S . . . . .	Rimrock Jones
JULIAN ELTINGE . . . . .	The World for Sale
CHARLES RAY . . . . .	The Widow's Might
PAULINE FREDERICK . . . . .	The Hired Man
DOROTHY DALTON . . . . .	Madame Jealousy
VIVIAN MARTIN . . . . .	"Flare-Up" Sal
ENID BENNETT . . . . .	A Petticoat Pilot
SESSUE HAYAKAWA . . . . .	The Keys of the Righteous
GEORGE BEBAN . . . . .	Hidden Pearls
BLACKTON'S . . . . .	One More American
ANN PENNINGTON . . . . .	Wild Youth
MARGUERITE CLARK . . . . .	Sunshine Nan
BILLIE BURKE . . . . .	Prunella
	Eve's Daughter

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MARY PICKFORD,	Amarilly of Clothesline Alley

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## Press Book—Exhibitor's Aids

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Thomas H. Ince  
presents

# ENID BENNETT

in

## "NAUGHTY, NAUGHTY!"

By C. Gardner Sullivan

Directed by Jerome Storm, Photographed by John Stumar

Supervision of Thomas H. Ince

*A Paramount Picture*

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Get music cues at your Exchange



FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR Pres. JESSE LASKY Vice Pres. CECIL B. DE MILLE Director General

NEW YORK



# WHAT YOU WANT TO KNOW ABOUT "NAUGHTY, NAUGHTY!"

THE STAR .....	Enid Bennett, who recently made her debut in Paramount Pictures in "The Keys of the Righteous."
AUTHOR .....	C. Gardner Sullivan
DIRECTOR .....	Jerome Storm, under the personal supervision of THOMAS H. INCE
CAMERAMAN.....	Charles Stumar
CAST.....	Includes Earl Rodney, Marjorie Bennett, Gloria Hope, and Andrew Arbuckle.
PHOTOGRAPHY .....	Excellent—some splendid outdoor shots and lighting effects.
STORY .....	Decidedly 'different'—deals with struggle of up-to-date young girl who has visited New York, to rejuvenate the old-fashioned, narrow-minded mid-western town she lives in. Her sweetheart's reformation most difficult of all—but she does it.
REMARKS .....	Miss Bennett wears some stunning costumes—"straight from New York" and there is a picturesque dance entitled "The Spirit of Spring" that is exceptionally good.

THAT TREMENDOUS NATIONAL ADVERTISING CAMPAIGN IN WHICH WE ARE SPENDING A MILLION DOLLARS TO TEACH PEOPLE TO LOOK FOR THE PARAMOUNT AND ARTCRAFT TRADEMARKS IS STILL GOING ON. DON'T FORGET TO 'HOOK UP' AND GET YOUR SHARE OF THE BENEFIT.

<b>ACCESSORIES</b> (Can be obtained at Exchanges)
<b>Paper</b>
Two 1 sheets
Two 3 sheets
Two 6 sheets
<b>Photos</b>
10 8x10 black and white
8 11x14 colored gelatin
2 22x28 colored gelatin
8x10 photos of star
<b>Cuts and Mats on Production</b>
Five one-column
Three two-column
Two three-column
<b>Stock Cuts and Mats of Star</b>
Five one-column
Three two-column
Two three-column
<b>Rotogravure One Sheets</b>
<b>Series of Advertising Layouts—With Mats</b>
<b>Press Book</b>
With "what you want to know," mail campaign, lobby suggestions, biography of star, sample cuts, mats, lithographs and a big assortment of publicity stories
<b>Slides</b>
<b>Music Cues</b>

## SHOW THE TRADEMARKS EVERYWHERE

### THE PLAYERS

Roberta Miller... ENID BENNETT  
Matthew Sampson.... Earl Rodney  
Prudence Sampson...Marjorie Bennett  
Judith Holmes.....Gloria Hope  
Adam Miller....Andrew Arbuckle  
Director.....Jerome Storm  
Under the personal supervision of

THOMAS H. INCE

MUSIC CUES FOR 'NAUGHTY NAUGHTY' AT EXCHANGES OR IN PROGRESS-ADVANCE

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Ad-cuts and mats that sell Extra reels of tickets

THE fact that a man found one style of advertising satisfactory is no sign that he will not do better with another style. We know exhibitors who made money with a style that they had used for years but who made more money when they changed to the line-cuts furnished by us. That's why we ask you to give them at least a trial.

### Exhibitor's Theatre

Thomas H. Ince presents

## ENID BENNETT "Naughty Naughty!"

By C. Gardner Sullivan

Directed by Jerome Storm. Photographed by Charles Stumar  
Supervised Thomas H. Ince



Just as jolly as the name implies. The highlights of the heroines sense of humor are thrown on the absurd conventions of a "one horse" community. Don't miss it!

Paramount  
Mack Sennett Comedies

There are none better

Musical Program  
Get cues at your Exchange

### Name of Exhibitor's Theatre

Thomas H. Ince presents

# ENID BENNETT

## "Naughty Naughty!"

By C. Gardner Sullivan

Directed by Jerome Storm. Photographed by Charles Stumar  
Supervision of Thomas H. Ince



Miss Bennett has a role that gives her an opportunity to display her talents as a comedienne to the utmost. Be sure to see this laugh-maker.

Paramount-Bray Pictograph  
"How They Broke the Freight Congestion"  
It is No. N2039. Ask about it.

Paramount-Mack Sennett Comedies  
are made by the "man who taught most of  
the good comedians most of what they know"

Musical Program  
Get cues at your Exchange

Name of Exhibitor's Theatre

Thomas H. Ince presents

# ENID BENNETT

"Naughty, Naughty!"

By C. Gardner Sullivan

Directed by Jerome Storm, Photographed by Charles Stumar  
Supervision of Thomas H. Ince



A Paramount Picture

Real atmosphere surrounds the characters one would expect to find in a backwoods village all combining to make a highly humorous picture that everybody will enjoy

Paramount-Bray Pictograph No. N2039 "How They Broke the Freight Congestion" is a timely picture that can make money for you.

Ask the Exchange about it.

Paramount-Mack Sennett Comedies  
are undisputedly the best comedies made

Musical Program  
Get cues at your Exchange

# Suggested Mail Campaign for "NAUGHTY, NAUGHTY!"

from Exhibitors' Service Department

485 Fifth Avenue, New York

## ADVANCE POST CARD No. 1 (TO BE SENT 9 DAYS BEFORE SHOWING)

DEAR MADAM:

"NAUGHTY, NAUGHTY!" is the title of the Paramount Picture, which will be shown at the.... Theatre on.....with Enid Bennett as the star. It is a charming humorous story and shows how easy it is for a small town girl, after she has visited New York, to rejuvenate her old-fashioned, narrow-minded, mid-western town up to her own modernized point of view. It will delight you, we feel sure.

*Manager.*

## ADVANCE POST CARD No. 2 (TO BE SENT 6 DAYS BEFORE SHOWING)

DEAR MADAM:

At the.....Theatre on.....Enid Bennett, the star in the Paramount Picture, entitled "NAUGHTY, NAUGHTY!" plays a decidedly different role from the one in her recent picture, "The Keys of the Righteous."

Miss Bennett is supported by a splendid cast, including her younger sister, Marjorie, who makes her photoplay début in this production. Don't fail to come.

*Manager.*

## SUGGESTED LETTER

(TO BE SENT 3 DAYS BEFORE SHOWING)

DEAR MADAM:

The story of Enid Bennett's rise to fame is made all the more interesting by the fact that after she finished her education she went to work in a business office in Perth, Australia, and there she was "discovered" and engaged for the part of "Modesty" in "Everywoman."

When Thos. H. Ince was in Australia he happened to see Miss Bennett playing in repertoire with Fred Niblo and Josephine Cohan, and gave her a contract to appear in pictures under his direction. Her training on the legitimate stage greatly helped her, and while the ingenue rôle is her strongest point, she can be as dainty and charming a comedienne as the screen knows.

The theme of "NAUGHTY, NAUGHTY!" is not, as the name would indicate, a travesty on light opera, but a true to life story of a girl. It entirely lives up to its seductive title and shows the struggle of a girl to overcome the deep-rooted prejudices of her charming though old-fashioned sweetheart—with what success—will be seen at the.....Theatre on....., when "NAUGHTY, NAUGHTY!" will deliver its message to you.

*Manager.*

(FOLLOW-UP POST CARD)

DEAR MADAM:

"NAUGHTY, NAUGHTY!" the Paramount Picture which we are showing at the.....Theatre today is full of laughs from start to finish and contains many new and unexpected twists of plot. Come and see Enid Bennett flit from the sublime to the ridiculous.

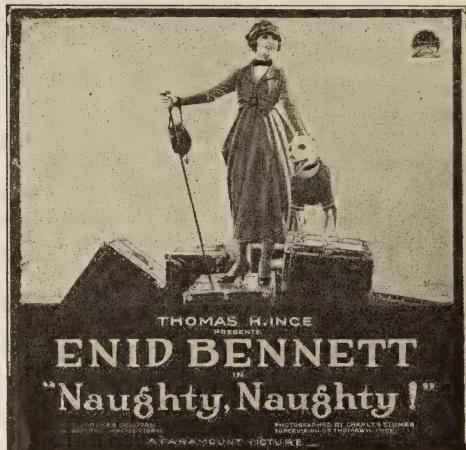
*Manager.*

Cover your town with this paper and you will fill  
every seat on every performance

Always obtainable at your exchange



One Sheet



Six Sheet



One Sheet



Three Sheet



Slide



Three Sheet

# Advertising Suggestions for "NAUGHTY, NAUGHTY!"

**LOBBY DISPLAY:** You could have two large dolls,—one dressed in plain gingham and the other in the smartest clothes obtainable, and have one labeled "Roberta Miller" and the other "Naughty, Naughty!" A card in your lobby could read :

"COME INSIDE AND SEE HOW A TRIP TO NEW YORK CITY MADE ROBERTA MILLER "NAUGHTY, NAUGHTY!"

**STREET DISPLAY:** You could have similar dolls or the same ones could be mounted on a toy automobile and after being driven through the streets could stand in front of your theatre, with banners on the sides reading :

"COME TO THE---THEATRE ON--- AND SEE IF A TRIP TO NEW YORK MADE A PLAIN LITTLE COUNTRY GIRL REALLY 'NAUGHTY, NAUGHTY!'"

**WINDOW DISPLAY:** Your largest department store could have life sized figures dressed in the two different styles mentioned above— one in plain gingham and the other in the smartest street costume possible, and she could be leading three thoroughbred bulldogs. These could be labeled as follows :

The first one bearing a card :

"I wonder what Lillyville will say about us."

The second :

"Don't you think 'The Spirit of Spring' dance will shock these rubes?"

The third :

"I can see New York's finish after this trip."

and the figure of the smartly gowned girl could have a banner waving labeled :

"We should worry."

A card in the window should read :

"AT THE---THEATRE ON---"NAUGHTY, NAUGHTY!"  
WILL SOLVE THESE PROBLEMS FOR YOU."

Your local toy store could have a similar idea to that suggested for the Lobby and Street display and they, no doubt, would furnish you with the necessary toy automobiles and dolls. A card in their window could be similar to the one in the Department Store.

**CAR CARDS:** Take a photograph of your Department Store window and insert it in your car cards. This will doubly advertise your campaign and doubly arouse the interest of your community. And the Department Store might split 50-50 on interest with you.

**NEWSPAPER ADVERTISING:** Also have a photograph of your Department Store or Toy Store window in your newspaper and reading matter as follows :

"DO SMART CLOTHES NECESSARILY  
MAKE A GIRL 'NAUGHTY, NAUGHTY?'"

This question will be answered at the---theatre on----

"HOW ONE GIRL REJUVENATED AND  
HUMANIZED AN OLD-FASHIONED TOWN."

At the---theatre on---"NAUGHTY, NAUGHTY!" will show you how easy it is for an up-to-date girl to overcome the deep-rooted prejudices and habits of her narrow-minded sweetheart.

**For Further Advertising Suggestions Write in to Your  
EXHIBITORS' SERVICE DEPARTMENT  
485 Fifth Avenue, New York**

Enid Bennett, the young Australian star whom Thomas H. Ince "discovered" on a trip through Australia, will appear on.....at the..... Theatre in her newest Paramount photoplay, "Naughty Naughty!" This is a fascinating story of a mid-western town romance and was written especially for Miss Bennett by C. Gardner Sullivan.

The story of Miss Bennett's rise to fame would not be long, for she has had one of the most startlingly meteoric careers of filmdom, having, after leaving her position in a business house in Perth, Australia, almost immediately won fame and position on the legitimate stage, appearing in "Everywoman" as the character Modesty.

It was while filling this engagement that Fred Niblo and his wife, Josephine Cohan, then playing in Australia, saw her and immediately engaged her to play with their repertoire company with the result that she played prominent parts in "The Whip," "The Fortune Hunter," "Seven Keys to Baldpate" and "Broadway Jones."

Not very long ago, when Thomas H. Ince was in Australia, Miss Bennett signed a contract with him to appear in pictures under his direction, and when he, in turn, signed with the Famous Players-Lasky Company to make Paramount and Artcraft pictures, she, together with William S. Hart, Dorothy Dalton and Charles Ray became a Paramount star.

Miss Bennett studies French and vocal culture during her leisure moments and her chief recreations are reading and horseback riding, although she delights in all outdoor sports. She has a clear and very light complexion which her fondness for the outdoors and sunshine has never marred, luminous blue eyes that mirror every shade of emotion, and a very extraordinary and individual charm of manner.

Under the supervision of Mr. Ince, Miss Bennett has been able to exploit these particular charms for the screen and it has been proven many times that she possesses not only these, but a remarkable "camera personality" and much real dramatic ability. "The Keys of the Righteous," one of her recent Paramount Pictures, caused much favorable comment. Her training on the legitimate stage in repertoire greatly helped her, and while the ingenue role is her strongest point, she can be as dainty and charming a comedienne as the screen knows. In "Naughty Naughty!" she plays a charmingly humorous role—that of a small town girl who has visited New York and attempts to bring her entire home town up to her own enlarged and modernized point of view.

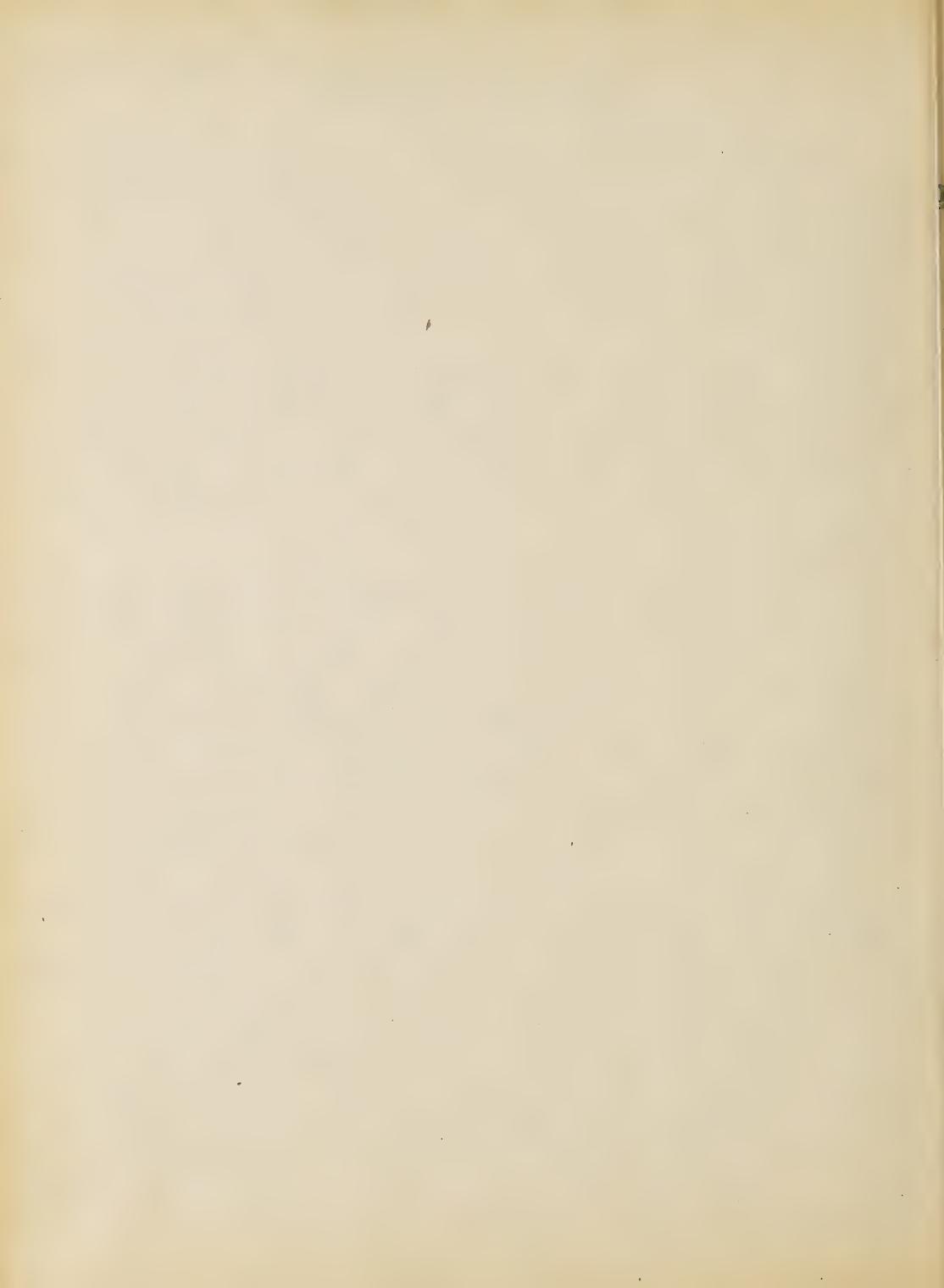
# ADVANCE PUBLICITY

Newspaper shorts to be sent out during the week preceding the first showing of  
"NAUGHTY, NAUGHTY!"

A photoplay that entirely lives up to its seductive title is Enid Bennett's next Paramount picture which is coming to the.....next week. "Naughty, Naughty!" as its author, C. Gardner Sullivan calls it, is an appealing whimsical story of the struggle of a single girl to overcome the deep-rooted prejudices and habits of a sleepy old-fashioned mid-western town—and incidentally the prejudices of her charming, though old-fashioned sweetheart. The epithet, "Naughty, Naughty!" being so constantly applied to charming Miss Bennett in the course of the action is what gives rise to the title. The cast supporting Miss Bennett includes Earl Rodney, Marjorie Bennett, Gloria Hope and Andrew Arbuckle. Jerome Storm was the director—under the personal supervision of Thomas H. Ince, the well-known producer of "Civilization" and others.

Supporting Enid Bennett in her latest Paramount photoplay, "Naughty Naughty!" at the.....Theatre next week, is an excellent cast including Earl Rodney, Gloria Hope, Marjorie Bennett and Andrew Arbuckle. The direction of Jerome Storm, under the personal supervision of Thomas H. Ince himself, insures an entertaining hour with charming Miss Bennett as entertainer in chief. Written by C. Gardner Sullivan, the story deals with the efforts of Miss Bennett as Roberta Miller, to rejuvenate and humanize the extremely narrow-minded, old-fashioned little mid-western town she inhabits—and incidentally an otherwise charming suitor.

Enid Bennett, the charming Australian "find" of Thomas H. Ince, who recently created a furore in her Paramount debut in "The Keys of the Righteous," will appear again on.....at the.....Theatre in "Naughty Naughty." This is not, as the name would indicate, a travesty on light opera, but a whimsically funny, true-to-life story of a girl in a small mid-western town who struggles to bring to the narrow-minded natives, a realization of their loss in refusing to admit the newer forms of amusement. Incidentally her old-time sweetheart, editor of the local news sheet, is one of the narrowest of all—and it is to his regeneration especially that she turns her attention—with what success will be seen at the.....next week. Other numbers on the specially attractive program will be.....



# CURRENT PUBLICITY

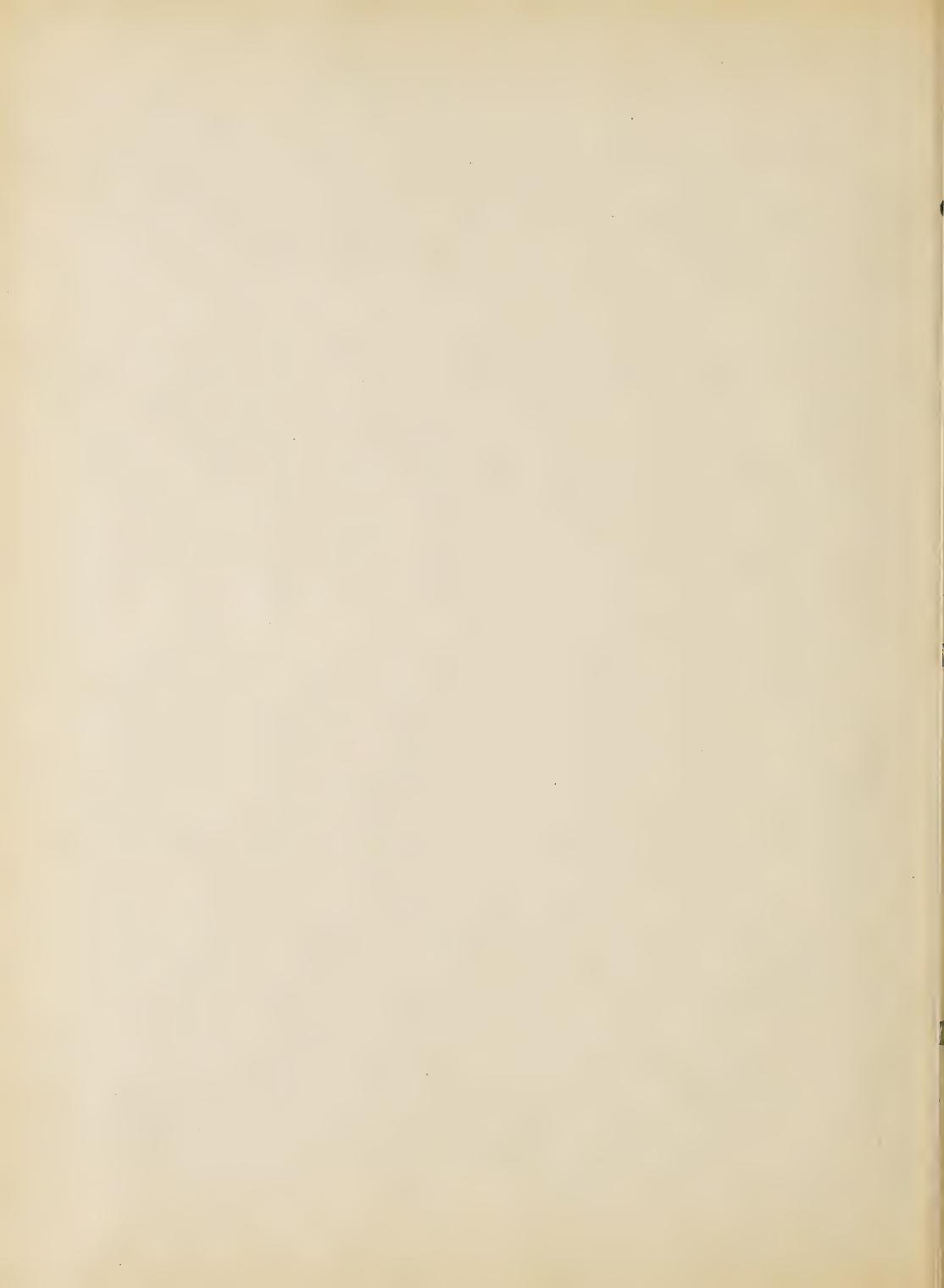
Newspaper shorts to be sent out during the showing of  
"NAUGHTY, NAUGHTY!"

Enid Bennett's newest picture, "Naughty Naughty!" produced by Thomas H. Ince for Paramount, is being shown at the.....Theatre this week. Marjorie Bennett, the star's charming younger sister makes her debut in this picture which was directed by Jerome Storm under Mr. Ince's personal supervision. The author is C. Gardner Sullivan.

A bubbling rollicking comedy featuring Enid Bennett at the..... Theatre is "Naughty Naughty!" a Paramount picture written for Miss Bennett by C. Gardner Sullivan. The story is that of a small town girl who visits New York, comes back to her home town with the firm intention of thoroughly modernizing and metamorphosing the old-fashioned quaint ideas of the natives—especially her former sweetheart, editor of the local newspaper. Miss Bennett is supported by a splendid cast, including her younger sister, Marjorie Bennett, who makes her photoplay debut in this production; Earl Rodney, Gloria Hope and Andrew Arbuckle.

At the.....Theatre this week there is a splendid bill, headed by winsome Enid Bennet in her newest Paramount photoplay "Naughty Naughty!"—quite as alluring as the title indicates. Written especially by C. Gardner Sullivan, the production was directed by Jerome Storm under the personal supervision of Thomas H. Ince himself. The story is full of laughs from start to finish and contains many new and unexpected twists of plot. Other items on the program are.....

The screen and stage boast many pairs of devoted sisters, who through each other's efforts or their own individual talent, secure fame and position. The latest of these are the Bennett sisters, Enid, now a well-known star, and Marjorie who is making her photo-dramatic debut with her "big sister" in "Naughty Naughty!" It may well be said, however, that Miss Marjorie Bennett has made her own way to success, having studied and worked as an extra in many former pictures until her own merit earned for her the prominent role she takes in this picture. Others in the cast are Earl Rodney, Gloria Hope and Andrew Arbuckle.



# REVIEW

Newspaper review of "NAUGHTY, NAUGHTY!", written from the stand-point of a 'first nighter' for use in your newspaper the day following the first showing

Pretty Enid Bennett flits from the sublime to the ridiculous—at least in the titles of her photoplays—as easily as you or I flit from home to office. For her latest Paramount picture now showing at the.....has been called "Naughty, Naughty!" while the preceding offering was entitled "The Keys of the Righteous."

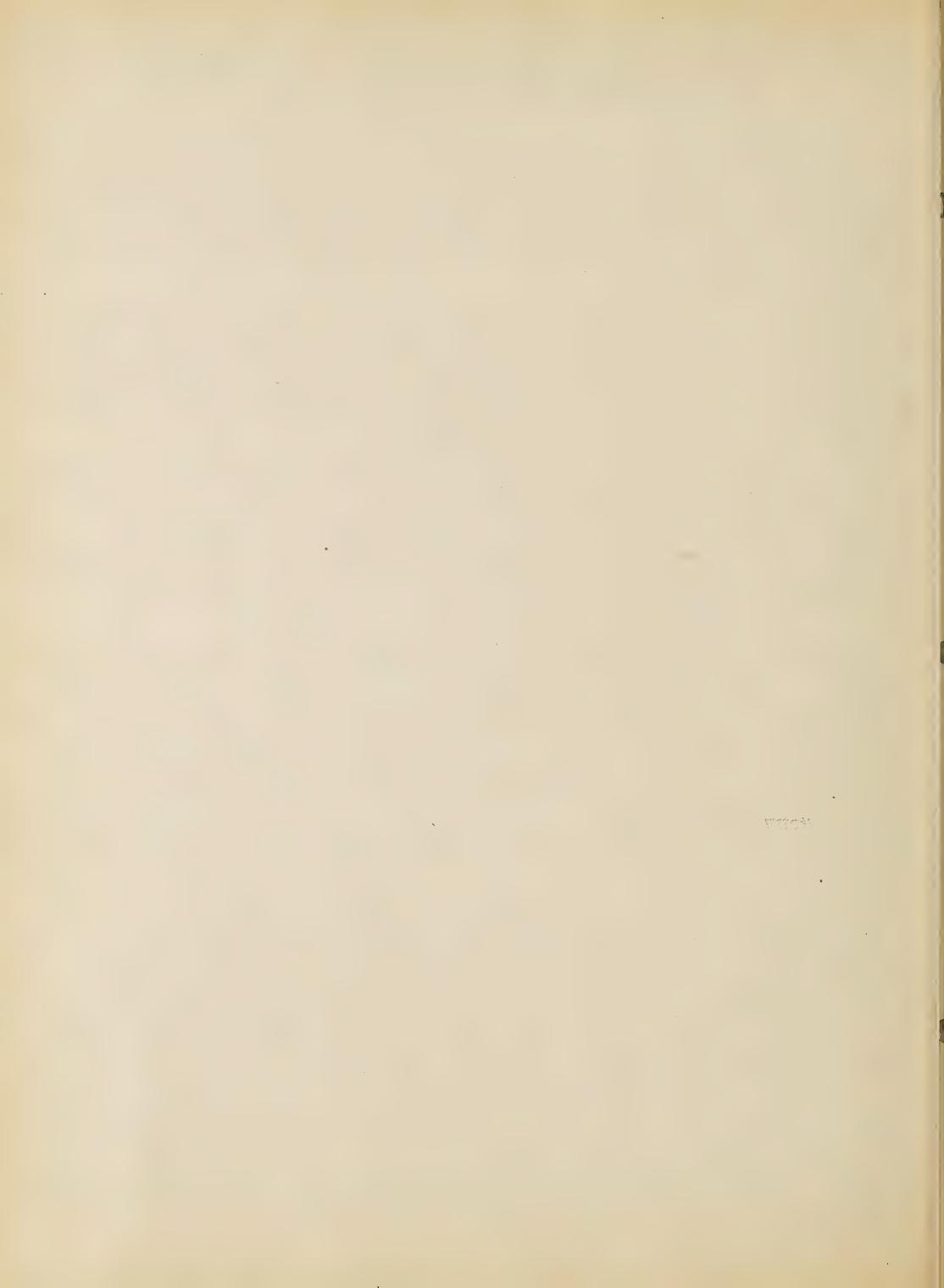
There is something in a name, too, in both cases, and "Naughty Naughty!" is quite as intriguing as the name indicates—although not the comic-opera sort of thing one might expect. The story which was written for Miss Bennett by C. Gardner Sullivan, opens with the return of pretty Roberta Miller to her small-town home in the Middle West.

Now there is nothing particularly remarkable about that—the remarkable thing is the effect the trip had had upon the heroine. She had left a quaint ginghamed youngster and had returned a smartly gowned, very sophisticated young person with three thoroughbred bulldogs. Lillyville—for so the town was called—gasped and bit its lips and murmured that it had known all along "Noo York weren't no place fer a young girl."

Roberta, much bored at the too-even tenor of her way in Lillyville, decided to reform the town to conform with her wishes rather than reform herself to conform to the town's wishes. And thereby hangs the tale. A certain young man, her sweetheart and the editor of the local news sheet, was one of the strictest of the strict in the community, and Roberta's efforts to remodel him are screamingly funny. Of course she succeeds and not only convinces the church people that they ought to sanction dances, but that they ought to provide them as a means of entertainment for their young people within their very gates.

Miss Bennett's own sister, Marjorie, makes her photo-dramatic debut in this picture, having appeared only in small "extra" parts formerly. As Prudence Sampson, sister of Roberta's sweetheart, the editor, she has created a charming role that will go far towards winning her a place on the honor role of filmdom beside her famous sister. Others on the splendidly chosen cast are Earl Rodney, Gloria Hope and Andrew Arbuckle.

As will be remembered, Miss Bennett has already appeared in "The Keys of the Righteous," also a Paramount picture, made under the personal supervision of Thomas H. Ince himself. Jerome Storm is the director of "Naughty, Naughty!" while the excellent photographic work was accomplished by Charles Stumar—all under Mr. Ince's supervision.



For Exhibitors' information, house organs: the players and the story of  
"NAUGHTY, NAUGHTY!"

THE PLAYERS

Roberta Miller.....ENID BENNETT  
Matthew Sampson.....Earl Rodney  
Prudence Sampson.....Marjorie Bennett  
Judith Holmes.....Gloria Hope  
Adam Miller.....Andrew Arbuckle

Directed by Jerome Storm

Under the personal supervision of THOMAS H. INCE

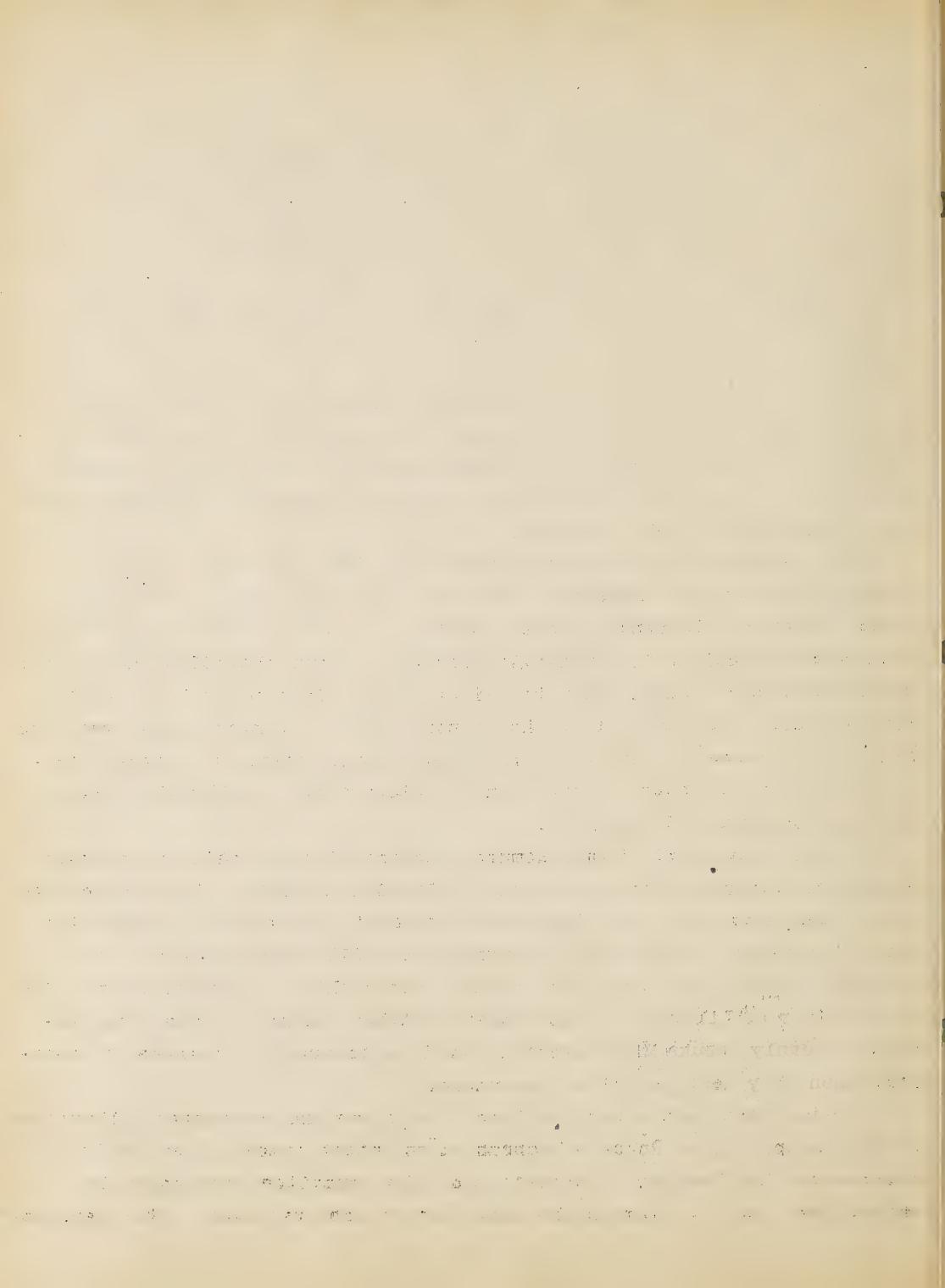
THE STORY

All of the small town of Lillyville, Kansas, is assembled at its railroad station, awaiting the arrival of its one daily train. This in itself is not unusual, but the fact that pretty Roberta Miller, daughter of Lillyville's banker, is expected back from her long visit to wicked New York City, adds lustre to the occasion.

As the limited "hesitates" gingerly at the tiny depot, Lillyville looks in vain for its wandering daughter. The sharp eye of the Clarion editor, however, discerns a great commotion up at the forward end of the train where a small girl, stunningly dressed, is superintending the unloading of seven huge trunks. Now the editor of the Clarion, while a trifle narrow-minded like the rest of the townspeople, is at heart a good chap, and when he recognizes in the trim form of the young person, his former sweetheart, Roberta, he makes a grand rush to welcome her. Lillyville follows in a body gasping with surprise.

Roberta had left them a demure, unsophisticated child in ginghams, and she had returned a fashion plate. Lillyville pursed its lips and declared that it had known all along that "Noo Yawk wern't no place fer a young girl." About thirty-six hours later Lillyville is still surer of this, for Roberta's frocks, the last word in chic—are nothing if not striking. The young editor of Lillyville's new sheet—Matthew Sampson—takes upon himself to sternly rebuke Miss Roberta, and the subsequent chilliness of atmosphere when they meet is quite pronounced.

An incident that brings matters to a climax and determines Lillyville in its disapproval of Roberta happens at an entertainment given by the church—for the "heathen." Roberta had, the committee reproachfully reminds her, used to sing in the choir before she went away. She responds



cheerfully enough that she will be glad to help and tells them they can put her down for a symphonic poem which will be entitled "The Spirit of Spring," adding that she will need Prudence Sampson, the editor's sister and a few of the younger girls to help her. Much mystery is attached to the whole proceeding for no one knows what a symphonic poem may be and the night of the entertainment everyone is a-flutter with curiosity.

"The Spirit of Spring" proves to be some sort of a "heathenish" dance in which—oh horror of horrors!—Roberta and her followers appear absolutely minus shoes and stockings! Moreover, their entire costumes consist of pieces of chiffon, garlands of roses and joyous smiles. The mothers of the interpreters of Springtime go "over the top" of the stage in a hurry, sweeping their offspring into the shelter of material skirts.

Inwardly rebellious, but outwardly meek and wearing very subdued costumes, Roberta continues her meteoric way in the midst of Lillyville society. The natives remark the loss of the bright costumes, and if the truth were told, a feeling akin to disappointment comes over them. Roberta and Prudence Sampson who has come unreservedly to her side, in the meantime are planning a campaign of their own to develop Lillyville and awake it from its state of self-satisfied narrowness.

A certain Judith Holmes is the model young lady of Lillyville—a very paragon of virtue, and it is to her that the two plotters turn their attention. Very diplomatically they commence teaching Judith to dance. Before long they have her believing that she is a second Mrs. Vernon Castle—and incidentally taking an hour longer to dress than formerly each day.

A certain Trevellyan's Dancing Pavilion a few miles from Lillyville had long been a figurative thorn in that community's side. There was nothing very objectionable about the place, except possibly a "blind pig" its owner ran in connection with the dancing. Roberta, after weeks of gradual diplomatic leading up to the subject, proposed that they, three girls, should go over and enjoy a dance on a really good floor. Aside, to Prudence, she says that they will leave Judith, the Model Young Lady there, sending an anonymous message to some of the stricter church members to the effect that they will find the "flower" of their city at Trevellyan's. They do not realize the injustice of it, nor the cruelty to Judith who at heart is a fine girl.

Everything happens as they plan except that the editor of the Clarion, Matthew Sampson himself is the one to receive the note, and he starts off alone to investigate. Roberta's conscience in the meantime has warned her of the unfair trick she was about to play, and just as Matthew drives into the yard of the dancing pavilion, she sends Prudence and Judith out by another door, herself being detained by the angry proprietor. Desperately, she looks around for a means of escape and dashes into a little room nearby, where, to her surprise, one of the most respected church deacons is calmly enjoying a cocktail. She threatens to tell unless he will help her, and between them they manage to convince Matthew and the rest of Lillyville that it is better for the young people to dance at home under the auspices of the church than to seek their relaxation elsewhere. Thus, it is that Roberta transfigures the prim little village and wins Matthew over to her way of thinking as well.



STOCK PRODUCTION CUTS AND MATS

# Enid Bennett, in "Naughty, Naughty!"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats  
Centre Row—Three Two-column Cuts and Mats  
Bottom Row—Five One Column Cuts and Mats

Reduced as Shown Above

Always Obtainable at Your Exchange

# Current Paramount and Artcraft Pictures in The Order of Their Release



Pauline Frederick . . . . "Mrs. Dane's Defense"  
George Beban . . . . "Jules of the Strong Heart"  
Jack Pickford and Louise Huff

"The Spirit of '17"  
Wallace Reid . . . . "Rimrock Jones"  
Blackton's . . . . "The World For Sale"  
Julian Eltinge . . . . "The Widow's Might"  
Charles Ray . . . . "The Hired Man"

Pauline Frederick . . . . "Madame Jealousy"  
Vivian Martin . . . . "A Petticoat Pilog"  
Enid Bennett . . . . "The Keys of the Righteous"  
Sessue Hayakawa . . . . "Hidden Pearls"  
George Beban . . . . "One More American"  
Ann Pennington . . . . "Sunshine Nan"  
Billie Burke . . . . "Eve's Daughter"  
Jack Pickford . . . . "Hack and Tom"



Elsie Ferguson . . . . "Rose of the World"  
William S. Hart . . . . "Wolves of the Rail"  
Mary Pickford . . . . "Stella Maris"  
Cecil B. DeMille . . . . "The Whispering Chorus"

Elsie Ferguson . . . . "The Song of Songs"  
William S. Hart . . . . "Blue Blazes Rawden"  
Mary Pickford  
"Amarilly of Clothesline Alley"

## SPECIAL FEATURE RELEASES

MAETERLINCK'S { "THE BLUE BIRD"  
                          { "THE GUILTY MAN"

## ONE AND TWO REEL PICTURES AT ALL PARAMOUNT AND ARTCRAFT EXCHANGES—SHOW THEM WITH THE BIG FEATURES

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B6047—The Diary of a Dog Chauffeur  
Making Cord to Bind Uncle Sam's  
Harvests  
Goodrich Dirt and the \$1000  
Reward  
B6048—War Dogs  
Knit Your Bit  
Cartoon—Bobby Bumps' "Tank"  
B6049—The Destructive Power of the T.N.T.  
The New Art of Dress  
Cartoon—Goodrich Dirt and the  
Duke of Watanob  
B6050—Evolution of the Dance  
Flour from Potatoes  
The Panama Canal (Diagram)

### Paramount-Mack Sennet Comedies

An International Sneak  
That Night  
Taming Target Center  
The Kitchen Lady  
His Hidden Purpose  
Watch Your Neighbor  
Sheriff Nell's Tussle

### Klever Komedies

Faint Heart and Fair Lady  
Knutty Knitters  
Toothaches and Heartaches  
The Installment Plan  
O. U. Boat  
Meatless Days and Sleepless Nights  
He Got His

### Paramount Burton Holmes Travelogue

T1143—Sydney, the Antipodean Metropolis  
T1144—A Trip to the Jenolan Caves of Australia  
T1145—Melbourne the Magnificent  
T1146—Round About Melbourne  
T1147—Adelaide Capitol of South Australia  
T1148—Round About Adelaide  
T1149—Hunting Kangaroos from Motor Cars  
T1150—Tasmania the Garden of Australia

### Paramount-Arbuckle Comedies

The Butcher Boy  
A Reckless Romeo  
The Rough House  
His Wedding Night  
Oh, Doctor  
Fatty in Coney Island  
A Country Hero  
Out West

### Paramount Serials and Series

Who Is Number One? (15 2-reel series)  
Episode 10—Wires of Wrath  
Episode 11—The Rail Riders  
Episode 12—The Show Down  
Episode 13—Cornered  
Episode 14—No Surrender  
Episode 15—The Round Up  
Children of Democracy—Starring BENJAMIN CHAPIN (10 2-reel episodes)

Press Book Charles Kenmore Ulrich EXHIBITOR'S AIDS

# "THE BIGGEST SHOW ON EARTH"



*A Paramount Picture*

Starring ENID BENNETT



PRODUCTION CUTS AND MATS

“The Biggest Show on Earth” starring Enid Bennett



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row — Two Three-column Cuts and Mats

Centre Row — Three Two-column Cuts and Mats

Bottom Row — Five One-column Cuts and Mats

Reduced as Shown Above

Always Obtainable at Your Exchange



# PARAMOUNT PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES



AD CUTS  
and MATS



## Valuable Pointers on "The Biggest Show on Earth."

ENID BENNETT, THE STAR

**T**HIS is the third appearance of Enid Bennett in a Thomas H. Ince-Paramount picture-play, and "The Biggest Show on Earth" promises to be no less successful than its predecessors, "The Keys of the Righteous" and "Naughty, Naughty," in which she developed rare powers as an actress and established her popularity on enduring foundations. Miss Bennett is a woman of beauty, magnetism and charm, as well as an artist of high ability. She was born in Australia and the stage is her alma mater. She is one of Thomas H. Ince's recent stellar discoveries and it seems certain that she will rise high in the profession she adorns.

### THE DIRECTOR

**T**HE man who directed "The Biggest Show on Earth" is Jerome Storm, one of the best men on Mr. Ince's directorial staff. He has directed many notable pictures, but in this admirable photoplay he has excelled himself. Of course, as is the case with all Ince-Paramount productions, the picture was produced under the personal supervision of Mr. Ince and this guarantees its artistic excellence from every standpoint.

### THE AUTHOR

**F**LORENCE VINCENT is a brilliant imaginative writer whose talent is capably displayed in "The Biggest Show on Earth." She has conceived an excellent story, throbbing with strong dramatic action, thrilling situations and undoubted heart appeal. That Florence Vincent has a brilliant future before her is predicted by those who are in a position to best judge of her work.

### THE SUPPORTING PLAYERS

**M**ISS BENNETT is splendidly supported in this production. Of the cast perhaps the best known is Melbourne MacDowell who for many years supported his wife, Fanny Davenport, in the famous plays of Victorien Sardou. He has been seen in many Ince-Paramount photoplays with notable success. Earl Rodney plays opposite Miss Bennett and his sterling professional ability has made him most popular. Other capable players in the cast are Ethel Lynn, Bliss Chevalier and Carl Stockdale, all of whom have strong portrayals to their credit in this photoplay. Few present day motion pictures present so notable a list of excellent screen players in support of any star of magnitude.

### PERTINENT REMARKS

**E**XHIBITORS who have displayed Paramount pictures in which Miss Bennett has appeared, will find this vehicle an admirable one for liberal exploitation. It recalls the merry days of youth to the aged and it will especially delight the children. It is a subject that is bound to enhance Miss Bennett's popularity with their respective clienteles and prove a money maker. Use the press matter published herein as well as the accessories noted on another page of this book, and packed theatres will be assured. Exhibitors should not hesitate to advertise this superior picture attraction most liberally as handsome returns are assured.

### THE STORY

**M**ISS BENNETT'S role in "The Biggest Show on Earth" is that of a young girl who tames lions and who performs daily in a cage filled with lions in her father's circus. She is sent to school to be educated and meets a young man belonging to an aristocratic family and whom she learns to love. She one day saves the circus from wreck at the hand of rioters when she takes the place of a woman lion trainer who is filled with superstitious terror and does the act at the risk of her life. She is recognized by the mother of her sweetheart who scorns her until this woman's husband admits he himself is part owner of the circus and insists that his aristocratic wife's scorn of circus folk is unjustified. Through his support the circus girl and her fiance ultimately find happiness.

### THE PHOTOGRAPHER

**T**HREE are few cameramen in motion pictures who are better known to the public through their work than is Charles Stumar. His artistry is evidenced in every scene of "The Biggest Show on Earth" and that the public will acclaim the photographic effects in this great picture as the best seen in a long time, practically is assured.

### THRILLING SCENES

**S**EVERAL of the scenes of "The Biggest Show on Earth" are of a character seldom seen in motion pictures. A completely equipped circus with menagerie was leased for this picture and the wild animal scenes are of exceptional interest. They will be enjoyed by old folk as well as children who in these days of war and railroad congestion find few opportunities to see the "white tops" which have thrills distinctly their own.



# SPECIAL FEATURE STORY

For Use in Exhibitors' House Organs or by Editors Who Desire Original Matter on Enid Bennett or "The Biggest Show on Earth"—A Paramount Picture.

## ENID BENNETT, DAINTY STAR, TO BE SEEN HERE IN THRILLING CIRCUS FILM

Theme of "The Biggest Show on Earth" Exciting and Dramatic—Personal Facts About Young Australian Actress.

HURRAH! The circus is to come to town—the K. T. Mammoth One-Ring Circus! Only it will be seen on the screen at the..... Theatre next.....when "The Biggest Show on Earth," the latest Paramount picture produced by Thomas H. Ince and starring charming Enid Bennett, will be presented. When they see this beautiful motion picture the spectators will get all the thrills of the big top with a dandy motion picture drama thrown in.

Enid Bennett as Roxie Kemp, the circus heroine, is delightful. Jerome Storm, who directed her former Paramount plays, also directed "The Greatest Show on Earth," which was written by Florence Vincent. There is a particularly excellent cast, composed of Earl Rodney, the leading man; Ethel Lynn, Bliss Chevalier, Carl Stockdale and Melbourne MacDowell, the latter famous as an interpreter of Sardou roles.

The story is of a little girl of the sawdust ring who learns on her seventeenth birthday that her mother was a lady of wealth and position, not of the circus, and that she is now to be educated according to her mother's wish. She is sent to school and there meets a young man and between them a friendship springs up.

Later the show comes to town but Roxie is fearful that her actual position in life will be found out and goes surreptitiously to see her father. She is insulted by one of the men at the circus and the latter is kicked out by her dad. The wretch seeks revenge by teasing the lions and scaring the woman trainer so that she refuses to go on with her act.

To save her father's reputation, Roxie goes through the lion-taming act herself and is recognized by the man she has learned to love. Just

as she is denounced by his proud mother, the father of her sweetheart enters, and tells them that he is the other half owner of the circus. Thus all is fixed up nicely for the two youngsters.

It is a wholesome picture with many thrills and the atmosphere of the circus well sustained. Miss Bennett was never more bewitching and will add many admirers by her portrayal of Roxie Kemp.

Enid Bennett, star of the latest Thomas H. Ince-Paramount photoplay, is an Australian girl with much beauty, talent and personal charm of manner. She made her first professional appearance here with Otis Skinner. Then Thomas H. Ince saw her work and recognized her splendid screen possibilities. She came under his direction and made a number of successful pictures. When Mr. Ince began releasing through Paramount, Miss Bennett was one of a quartet of stars who came with him.

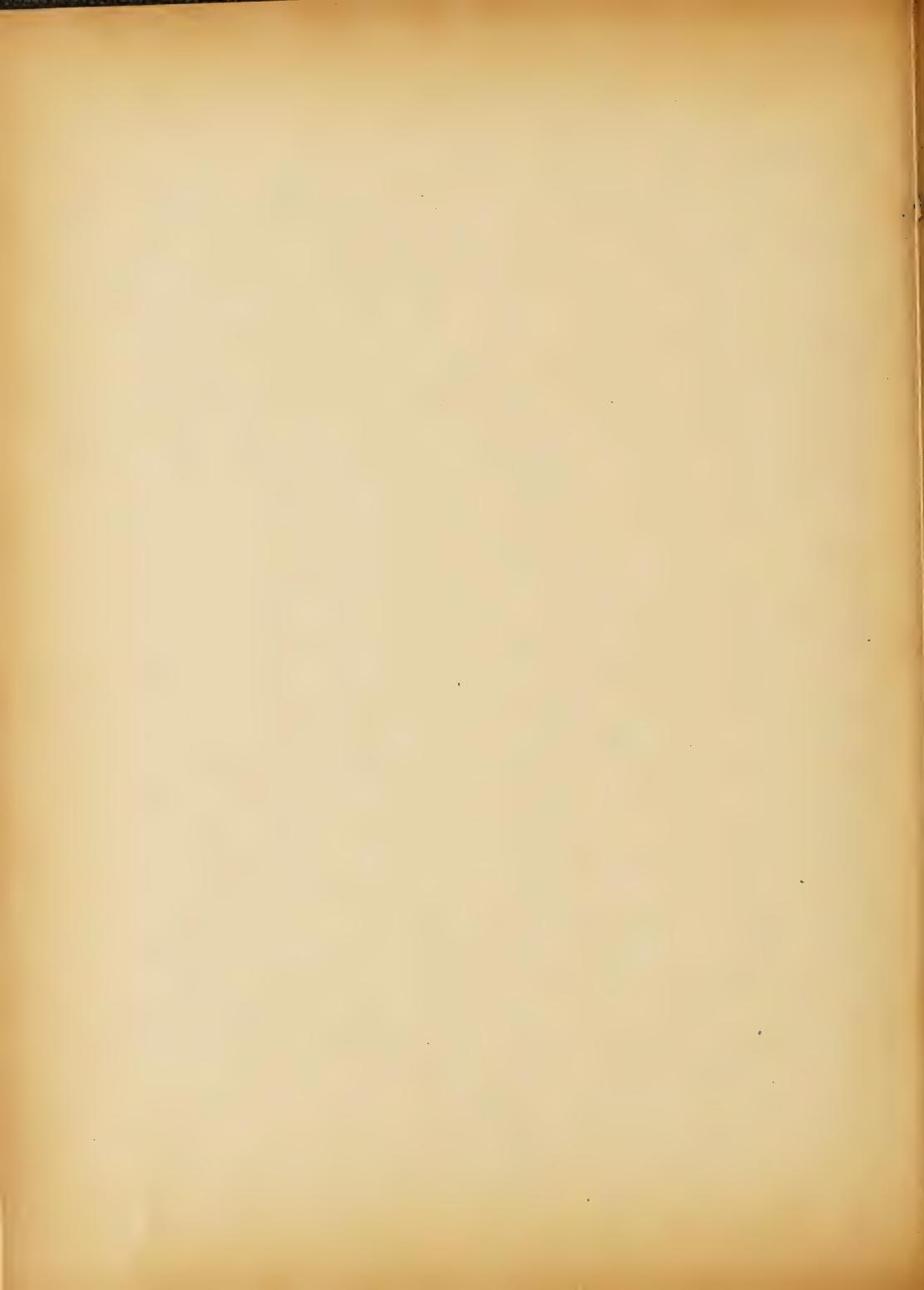
The first Paramount picture starring Enid Bennett was "The Keys of the Righteous" which met with instant appreciation. It was followed by "Naughty, Naughty!" by that skillful weaver of film plots, C. Gardner Sullivan. This presented the little star in an entirely new role and she was equally satisfying. Her third picture, now presented, is "The Greatest Show on Earth," a story of circus life, with a role that seems to fit Miss Bennett like the proverbial glove.

Recently Miss Bennett summoned her mother, youngest sister and brother from Australia, and they arrived a few weeks ago. Then for the first time, her mother saw her work before the screen. Her sister, Marjorie, is under her protecting wing and appears with her occasionally in pictures.

A few months ago, Miss Bennett received word that her elder brother, an officer in the Australian contingent, had been killed in action at the French front. The shock was a severe one to the little star.

Miss Bennett is dainty, beautiful, clever, and "screens" wonderfully. She is ideal in pictures and under Thomas H. Ince's supervision her pictures are invariably works of art and highly successful.





# CAST AND STORY OF "THE BIGGEST SHOW ON EARTH"

This Story May be Used by Exhibitors for Their House Organs or for Newspaper Feature Article in Advance of Showing

## ENID BENNETT IS A CIRCUS GIRL IN HER NEWEST PHOTOPLAY

Popular Paramount Star Will Be Seen as Lion Tamer in Thrilling Picture, "The Biggest Show on Earth"

### THE CAST

Roxie Kemp . . . . .	Enid Bennett
Owen Trent . . . . .	Earl Rodney
Marjorie Trent . . . . .	Ethel Lynn
Mrs. Trent . . . . .	Bliss Chevalier
Col. Jeffrey Trent . . . . .	Carl Stockdale
Nat Kemp . . . . .	Melbourne MacDowell

### THE STORY

POSSESSING an almost uncanny influence over wild animals, Roxie Kemp, the pretty seventeen-year-old daughter of Nat Kemp, veteran showman and half owner of the K-T Mammoth One-Ring Circus, is a lion tamer known professionally as Mlle. La Fleur, and her trained lion act is the biggest card of the show.

On her seventeenth birthday, Roxie is informed by her father that her dead mother never belonged to the "big tops," but that she was a born lady. Before she died, Kemp promised her that he would educate Roxie and he urges her to quit the circus and attend school. She is loath to do this, but finally is prevailed upon to say farewell to her associates and to enter a boarding school for girls.

Before quitting the circus, a rascally circus hanger-on, known as Shrimp Ross, tries to take liberties with Roxie and he is badly thrashed with a horsewhip by her. He beats a retreat, secretly avowing to be revenged upon her. She leaves with her father and they soon learn that circus folk are not regarded favorably by persons who should know better. After several rebuffs, they conceal the fact that Roxie is a circus girl and she enters Hatton Academy, a school conducted by two old maids, known as the Misses Hatton.

For a time Roxie is the loneliest girl in the world. One day, a vicious dog attacks several of the girl pupils and Roxie comes to their rescue and cows the animal by the force of her masterful glance. Marjorie Trent, one of these girls, grateful to Roxie for her service, becomes her warm friend and when Marjorie returns to her home to

spend Thanksgiving, she introduces her brother Owen Trent, to Roxie. The two are instantly attracted toward each other by the mystic bonds of love.

At the annual masque ball given at the Academy before Christmas, Roxie finds herself without an escort. Thinking of Owen Trent, she boldly sends him an invitation to the ball, which he gladly accepts. But his automobile breaks down on the way to the Academy and Roxie is greatly perturbed at his apparent slight of her until he appears towards the close of the ball and explains the cause of the delay. The result is an invitation to Roxie to spend the Christmas holidays at the aristocratic home of the Trents.

Roxie is at breakfast with the Trents one morning when Owen announces that the K-T Mammoth One-Ring Circus is going to show at a nearby town on the following day. Roxie resolves to see her father and Owen asks her to be his wife. Realizing that she must reveal to him the secret of her past life, knowledge of which she felt would result in her social ostracism by the Trents, she puts him off and steals away to the circus. She is recognized by Shrimp Ross and he treats her insolently, whereupon Kemp kicks him off the grounds.

In revenge, Ross circulates a report that the great lion taming act, which is the greatest drawing card of the circus bill, would not be pulled off and a riotous demonstration follows. The woman lion tamer having been frightened by Ross, refuses to enter the cage, whereupon Roxie saves the day for her father by donning her old costume and doing her old act in the lions' cage. She is recognized by the Trents, who spurn her contemptuously—all save Owen. She steals back to the Trent home to get her effects and is observed by Mrs. Trent who calls her a "deceitful hussy."

Colonel Trent shields Roxie from insult and confesses that he is part owner of the circus and that if Roxie is not fit to enter their home, neither is he. Mrs. Trent thereupon swallows her foolish pride and embraces Roxie. Owen takes her to his heart, convinced that a young woman who will risk her life to save her father is the kind of a girl he has been looking for. He offers to make "the old K-T a double partnership" and Roxie, radiant with happiness in her love, refers Owen to her father, who is waiting for them outside.

McGraw-Hill  
Book Company

# Press Review of "The Biggest Show on Earth"

To be Sent to the Newspapers Immediately After the First Showing.

## ENID BENNETT IS CHARMING IN HER NEW CIRCUS PICTURE

"The Biggest Show on Earth" Is Splendid Vehicle  
for Dainty Thomas H. Ince-Para-  
mount Star.

CHARMING and dainty, Enid Bennett appeared in her newest Thomas H. Ince-Paramount picture, "The Biggest Show on Earth," to the delight of an immense audience at the . . . . . Theatre yesterday. The unusual character of the picture, its dramatic action and superb photography, made a deep impression upon the audience and tended to enhance Miss Bennett's popularity among her admirers in this city.

Old men in the audience were reminded of their youthful days by the scenes depicting life in the circus, the presence of wild animals in cages and the thrilling scenes wherein Miss Bennett, as Roxie Kemp, entered a cage of lions and charmed them by the force of her eyes. Aside from these incidents, the story has a well sustained plot, which is carried out to a dramatic and logical conclusion.

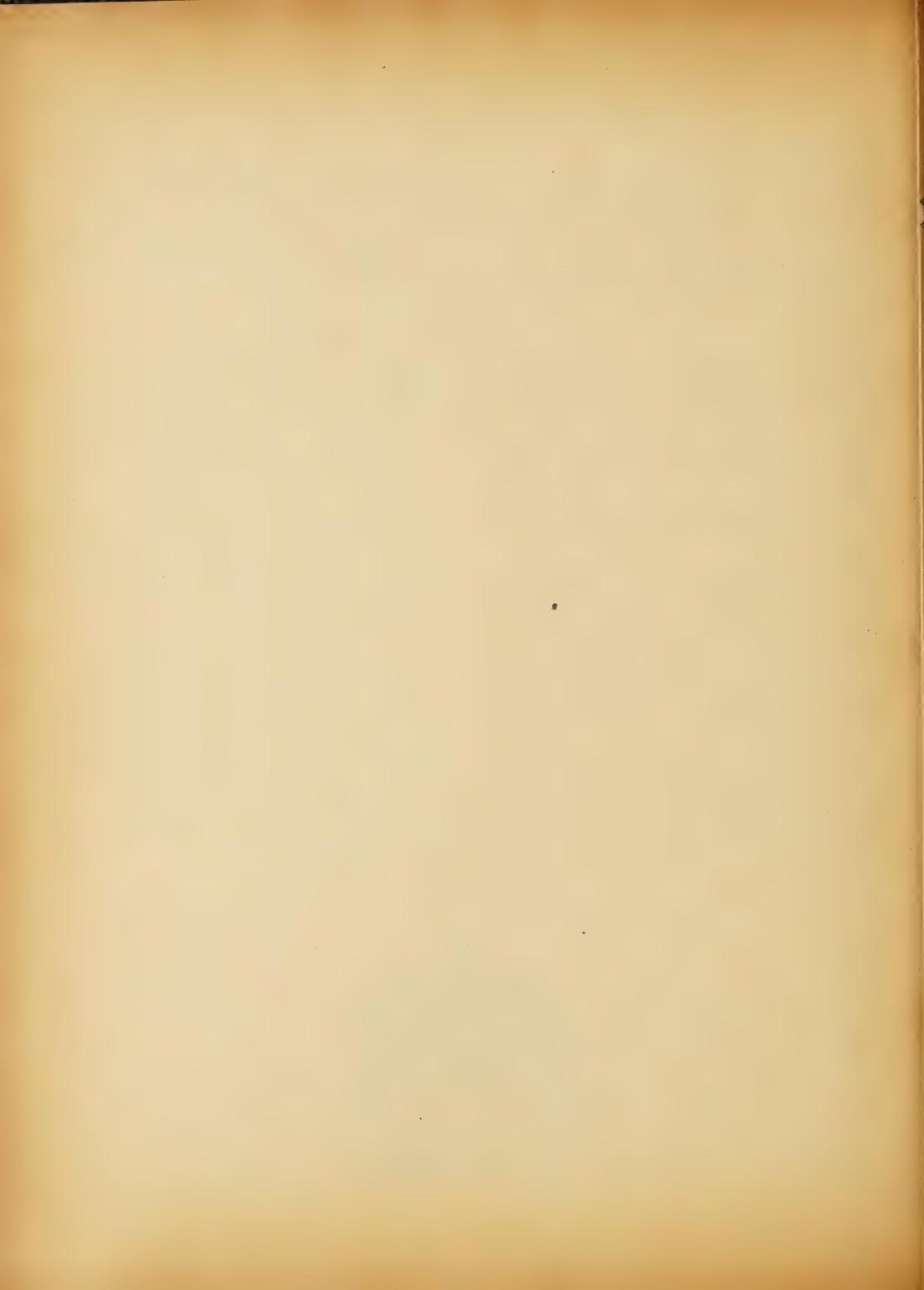
Roxie Kemp, is the daughter of Nat Kemp, part owner of a circus, and on her seventeenth birthday he informs her that her mother was no actress, but a lady born and that at her death-bed he had promised her to give Roxie a good education.

He induces her to quit the circus and she becomes an inmate of a boarding school, where she, one day, saves Marjorie Trent from the fangs of a ferocious dog, and, thereby, wins her sincerest friendship. Roxie subsequently meets Owen Trent, brother of Marjorie, and they instantaneously fall in love.

The circus is coming to town and Roxie steals away and arrives there just as a mob, angered because of the refusal of the woman lion tamer to enter the cage, is about to wreck the circus. Roxie dons her old trainer's dress and enters the cage, cows the lions, with the result that the crowd is appeased and the circus saved. She is recognized by Mrs. Trent, the mother of Owen, an aristocratic woman, whose contempt for circus folk is supreme. She repudiates Roxie scornfully, until Colonel Trent, her husband, confesses to her that he is part owner, himself, of the circus and that Roxie is virtually his ward. Mrs. Trent thereupon takes Roxie to her heart and she finds happiness in Owen's love.

The picture was splendidly produced under the direction of Jerome Storm from a story by Florence Vincent. The scenes in and about the circus were extremely realistic and the photography by Charles Stumar was excellent. Appearing in support of Miss Bennett was Melbourne MacDowell, whose portrayal of the circus and ring man was highly artistic. Others in the support were Earl Rodney, Ethel Lynn, Bliss Chevalier and Carl Stockdale.





# ADVANCE PRESS STORIES

To be Sent Daily for One Week to the Newspapers Prior to the First Display of  
"The Biggest Show on Earth."

## REAL CIRCUS LIONS AND ALL ADJUNCTS FEATURES IN ENID BENNETT'S NEW PICTURE

Popular Thomas H. Ince-Paramount Star Will Be  
Seen as Lion Trainer and Many  
Thrills Are Assured.

A REAL circus, with all its interesting adjuncts, is shown in "The Biggest Show on Earth," the new Thomas H. Ince-Paramount photoplay, starring Enid Bennett, which is to be seen at the ..... Theatre next ..... Mr. Ince rented the Barnes circus entirely for this production. A lot was engaged and the big top went up. It was a regular circus in every particular, prepared solely for this picture. When it appears before the public in screen form, this story by Florence Vincent, will be found to contain many thrills and will perhaps afford Miss Bennett more opportunities to display her rich talents as an actress than any of her previous Paramount pictures ever has done.

In this photoplay Miss Bennett will be seen as a lion tamer. She enters a girl's academy to be educated and after the romance of love has entered into her life, she succeeds in saving her father's circus from a riotous mob, by taking the place of a frightened tamer and performing her lion taming act in the presence of a huge crowd. This is an exceptionally thrilling incident, and doubtless will serve to render this picture one of Miss Bennett's most popular vehicles. A fine cast supports the star in this photoplay, which was directed by Jerome Storm.

## ENID BENNETT FACES LIONS IN CAGE IN HER NEWEST INCE-PARAMOUNT PICTURE

Popular Young Star Has Arduous Role in "The Biggest Show on Earth," Which Will Be Seen Here Next Week.

IN her new Thomas H. Ince-Paramount photodrama, "The Biggest Show on Earth," charming Enid Bennett, the Australian star in Paramount pictures, goes into a lion's den and holds these beasts in subjection for a considerable length of time. During the production of "The

Greatest Show on Earth," Miss Bennett watched the real trainer doing this stunt for several days before she got up her courage to the sticking point and appeared before the animals, dressing very much after the manner of the real trainer. She went through the act nicely at rehearsal, though she nearly had a fit when a load of meat for the hungry animals arrived, and the beasts howled viciously on scenting its savory odor. This did not happen during the production, the result being a highly thrilling scene in the lion cage.

Miss Bennett has a splendid role, that of a circus girl, in her new photoplay and she portrays the character with artistic taste. The story, written by Florence Vincent is vibrant with dramatic action and thrill, and will be found to be one of the best in which Miss Bennett has thus far been seen. She is splendidly supported by such players as Melbourne MacDowell, formerly an interpreter of the arduous Sardou roles, Earl Rodney, Ethel Lynn, Bliss Chevalier and Carl Stockdale. "The Biggest Show on Earth" will be presented at the ..... Theatre next ..... and a fine production is assured.

## CIRCUS LIFE IS WELL DEPICTED IN PICTURE STARRING ENID BENNETT

Dainty Thomas H. Ince-Paramount Star to Be  
Seen as Lion Trainer and Thrills Abound  
in New Photoplay.

A REAL old-fashioned one-ring circus, one of the kind that were popular in the days of our grandfathers, when the clown and ring master were supreme, is the big feature of "The Biggest Show on Earth," the new photoplay by Florence Vincent, in which Enid Bennett, the beautiful Thomas H. Ince-Paramount star, is the leading figure.

Miss Bennett has the role of Roxie Kemp, a showgirl whose great act is to face several lions in their cage. She quits the circus when she is seventeen and enters a girls' academy where she has many interesting adventures, including one in which she saves a girl chum from the fangs of a vicious dog which she masters by the sheer force of her glance.

(Continued on Page 11)

150

There is a pretty love story in which Roxie and her sweetheart are the chief figures. Roxie is opposed by the aristocratic mother of her fiance, who regards circus folk with supreme contempt, until her husband, a proud Colonel, confesses that he owns part of a circus and hints that if Roxie isn't good enough for his son, he (the Colonel) isn't good enough for the proud mother. After Roxie risks her life to save her father's circus from a riotous mob, she is accepted as true blue all around and finds happiness.

The picture is exceptionally fine and the cast one of unusual excellence. "The Biggest Show on Earth" will be the bill at the . . . . . Theatre, next . . . . . and Manager . . . . . has made all preparation to handle record breaking crowds.

## MELBOURNE MACDOWELL IN SUPPORT OF ENID BENNETT

Famous Actor Has Strong Role in "The Biggest Show on Earth."

IN the cast of "The Biggest Show on Earth," Enid Bennett's forthcoming Paramount picture from the Thomas H. Ince studios, directed by Jerome Storm and written by Florence Vincent, is Melbourne MacDowell, husband of the late Fanny Davenport and one of the old school of heavy tragedians.

A few years ago when stage plays like "Virginius" and those of Victorien Sardou were in vogue, he enacted nearly all these important roles and as a robust actor he has few equals. He is still a hale and hearty man, ideal in important parts and excellent in "heavy" roles. He plays Nat Kemp, a veteran showman, father of the girl, Roxie, played by Miss Bennett, in this latest picture and gives a wonderful performance. "The Biggest Show on Earth" will be presented at the . . . . . Theatre next . . . . . Intense interest in the presentation is manifested in all quarters.

## MOTION PICTURE CIRCUS BETTER THAN REAL THING

Unusually Fine Work Done in Enid Bennett's New Ince-Paramount Photoplay.

WHEN the motion picture turns upon the show business and presents either a theatrical performance or a circus, it generally gives something almost better than the reality; certainly it is combining forms of entertainment in

an original sort of way. Via the screen the spectator sees another variety of showmanship and even the lusty organ or the orchestra may imitate with facility the circus band.

So, in "The Biggest Show on Earth", Enid Bennett's third Paramount picture, produced by Thomas H. Ince, the circus reigns; the big top flutters its canvass and flags; the menagerie inhabitants roar—silently—and the clowns ply their time-honored profession. Jerome Storm was director and the story was written by Florence Vincent. "The Biggest Show on Earth" will be displayed at the . . . . . Theatre next . . . . . and nothing will be left undone by Manager . . . . . to make the presentation one of the most notable of the season.

## RENTS COMPLETE CIRCUS FOR PICTURE PURPOSES

Enid Bennett's "The Biggest Show on Earth" Full of Thrills.

THOMAS H. INCE rented the Barnes circus entire for his production of "The Biggest Show on Earth," with Enid Bennett as star, for Paramount. A lot was engaged and the big top went up. It was a regular circus in every detail, all for film purposes. When it goes to the public in screen form, this story by Florence Vincent will be found to contain an unprecedented amount of thrill and it gives Miss Bennett a better chance if possible than in her previous Paramount pictures to display her talents as an actress.

Miss Bennett is dainty and naive and the picture is ideally suited to her. A fine cast supports the star and Jerome Storm is director. The picture will be the main feature of manager . . . . . 's bill at the . . . . . Theatre, next . . . . . and nothing in the way of accessories and incidental music will be lacking to make the presentation a conspicuous success.

Stumar, Expert Photographer.

CHARLES STUMAR photographed "The Biggest Show on Earth," the new Paramount picture from Thomas H. Ince, starring Enid Bennett. Stumar is an expert and has done some of his best work in this film, which entailed no small difficulty, particularly in the scenes showing Miss Bennett as a lion tamer in a cage with a lot of big jungle-bred beasts. It was a ticklish moment and had to be done in a hurry. But Stumar did the trick and got some wonderful results as everyone will admit who sees the picture at the . . . . . Theatre next . . . . .



### Storms' Skill Meets Test.

THE skill of Jerome Storm has been put to the test in his direction of "The Biggest Show on Earth" for Thomas H. Ince. This is a Paramount picture starring Enid Bennett and is all about a circus and the experiences of a little girl of the sawdust ring who voluntarily becomes a lion tamer to save her father's reputation when the real trainer quits in fear of the beasts who have been teased by a revengeful discharged employee. Mr. Storm directed "The Keys of the Righteous" and "Naughty, Naughty!" in which Miss Bennett was previously starred for Paramount. This great picture will be featured at the ..... Theatre next .....

### Mr. Ince, Master of Detail.

THE methods of Thomas H. Ince, producer for Paramount and Arcraft, are well known. He is a stickler for detail and will allow nothing to stand in the way of accuracy and realism.

Thus he engaged a circus entire for the production of "The Biggest Show on Earth," his latest Paramount starring dainty Enid Bennett. Clowns, animals, riders, everything that went with it are seen in the picture which is to be shown at the ..... Theatre next ..... for the first time in this city.

### Requires Courage to Face Lions.

A S Roxie Kemp, dainty Enid Bennett, Thomas H. Ince's Australian star in Paramount Pictures, actually goes into the lion's cage in "The Biggest Show on Earth," her third picture under these auspices. It was some ordeal, but Miss Bennett watched the real trainers doing the stunt for a long time before she screwed up courage enough to mingle with the animals, dressing much after the manner of the real trainers. She was greatly frightened when a load of meat for the jungle kings arrived during a rehearsal and they howled savagely on scenting its savory odor. "The Biggest Show on Earth" will be displayed at the ..... Theatre next .....





# Suggested Advertising Campaign for the Exploitation of "The Biggest Show on Earth"



**LOBBY** Paint a circus tent on a canvas stand, with a clown standing in foreground,  
**DISPLAY:** with this placard:

*"See 'The Biggest Show on Earth' at this theatre next .....  
and you will see the greatest picture on earth."*

Paint an iron-barred lions' cage, with a woman threatening the animals with a whip  
and use this placard:

*"Why did this frail girl brave the lions in their cage? Enid Bennett  
will tell you in 'The Biggest Show on Earth' at this theatre next  
....."*

**WINDOW** Department stores may be induced to make special displays of modern  
**DISPLAY:** gowns beside a Pierette, the figure being placed in the centre of the display,  
with a placard similar to the following:

*"This is the greatest show of women's garments on earth. It is no less  
interesting than 'The Biggest Show on Earth,' which will be dis-  
played at the ..... Theatre next ....."*

A small circus tent might be rigged up in a show-window, with a clown or two, stuffed  
animals, etc., with this placard:

*"Hurrah! the circus is in town! See 'The Biggest Show on Earth'  
at the ..... Theatre, next ..... and hear the lions  
roar."*

**STREET** Place a large cage on a truck, with any animal that can be procured with  
**DISPLAY:** ease, and have a girl, dressed as a trainer, swinging a horsewhip, move about  
among them. A stuffed tiger or wolf would lend realism to the spectacle.  
Paint on either side of the cage this placard:

*"This is only part of what you will see at 'The Biggest Show on Earth,'  
at the ..... Theatre, next ..... Bring the children  
and let them see the most realistic lion act on earth!"*

**CAR** Print on a lion's head, the photograph of Enid Bennett, with this lettering,  
**CARDS:** after the name and location of your theatre:

*"This girl controls the King of Beasts by the magic force of her  
glance! See how 'The Biggest Show on Earth' brought happiness to  
Roxie Kemp at the ..... Theatre on ....."*

**ADVERTISING:** This is an unusually fine subject for newspaper exploitation. Use  
special articles and production cuts and mats shown elsewhere in  
this book.

**MAIL CAMPAIGN**  
For the Exploitation of "The Biggest Show on Earth"

Paramount  Theatre

200 MAINE AVE.  
EDGEWOOD ILL.  
TEL. EDGEWOOD 5291

Dear Madam:--

Beginning next....., "The Biggest Show on Earth", the superb Paramount photoplay starring charming Enid Bennett, produced under the supervision of Thomas H. Ince, will be the feature of our programme.

This is the story of a circus girl--a lion trainer, whose fortunes are followed with remarkable fidelity to truth. To save her father's circus from being wrecked by an angry mob, she enters a cage filled with lions and subdues them by the mere force of her glance.

The story of the photoplay is a beautiful one and there are many tense situations which hold the interest to the last scene. It is filled with life and animation and will prove of intense interest to the old and young alike.

The photoplay was directed by Jerome Storm and it was written by Florence Vincent. Miss Bennett is supported by a staff of fine screen players, chief among whom is Melbourne MacDowell, the famous interpreter of Sardou roles.

We believe this picture will please our patrons and we urgently request your attendance at sometime during its display at our playhouse. Thanking you for past favors, we beg to remain,

Yours sincerely,

.....

Manager.

# MAIL CAMPAIGN

For the Exploitation of "The Biggest Show on Earth"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE  
POST  
CARD  
NO. 1

TO BE SENT  
9 DAYS BEFORE  
SHOWING

DATE \_\_\_\_\_

DEAR MADAM:

It affords us pleasure to announce that dainty Enid Bennett, the popular Thomas H. Ince star, will be seen in her newest Paramount photoplay, "The Biggest Show on Earth", at our theatre next.....

This is a splendid new vehicle in which Miss Bennett appears to the greatest advantage and, we believe, you will find it interesting.

Yours sincerely,

Manager \_\_\_\_\_

ADVANCE  
POST  
CARD  
NO. 2

TO BE SENT  
6 DAYS BEFORE  
SHOWING

DATE \_\_\_\_\_

DEAR MADAM:

Our clientele is greatly interested in the forthcoming display at our theatre next ....., of Enid Bennett's latest starring vehicle, "The Biggest Show on Earth."

We are advising you that the demand for seats for this superb picture is increasing and you will be wise to come early.

Yours sincerely,

Manager \_\_\_\_\_

ADVANCE  
POST  
CARD  
NO. 3

TO BE SENT TO  
ARRIVE ON DATE  
OF SHOWING

DATE \_\_\_\_\_

DEAR MADAM:

We beg to remind you that "The Biggest Show on Earth", starring dainty Enid Bennett, a charming story of circus life, will have its premier presentation in this city at our theatre today (.....). This is an excellent vehicle for Miss Bennett and her characterization therein is a notable one.

Yours sincerely,

Manager \_\_\_\_\_

# PARAMOUNT THEATRE

THOMAS H. INCE *Presents*

## ENID BENNETT

in "The Biggest Show on Earth"

By  
Florence Vincent  
Directed . . . by Jerome Storm  
Photographed . . . by Charles Stumar  
Supervision . . . of Thomas H. Ince.



*A Paramount Picture*

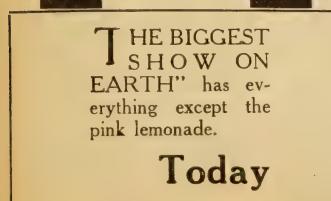
DO you like to "take in" the circus? Yes? Then you'll want to see life "behind the scenes" as portrayed by Enid Bennett in this wonderful story of circus life.

**TO DAY**

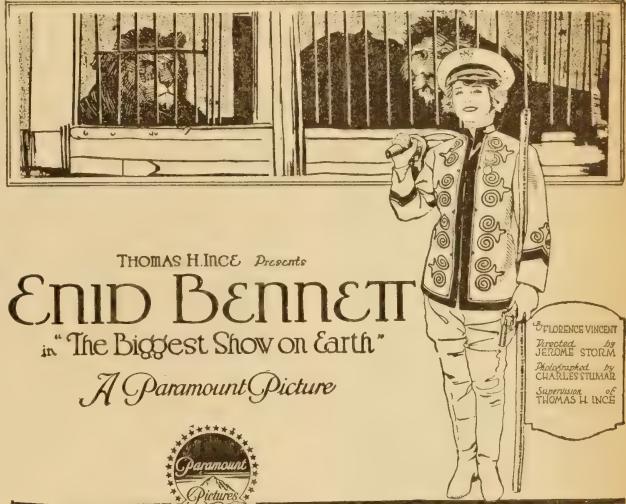
# Ad Cuts and Mats That Can Make You Prosperous

IT will be the "biggest show on earth" for you if you take advantage of the advertising helps that we have prepared for you. This advertising matter has been designed with only one view in mind: to get your people to see the picture. Every principle of good advertising practise has been applied to that effect.

## PARAMOUNT THEATRE



# PARAMOUNT THEATRE - Today



## Look Behind the Scenes

STEP right this way, LAD-ies and GENTlemen! See it! See it! The greatest love story in the world! Thrills! Thrills! Thrills! You'll grab your seat! You'll hold it! Hold it! Hold it! It's a show you wouldn't miss! See it! NOW!

Selections from "PAGLIACCI"  
on the mammoth organ.

# EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

## "THE BIGGEST SHOW ON EARTH"

*A Paramount Picture*

OBTAIENABLE

AT YOUR EXCHANGE

### Paper

Two one-sheets  
Two three-sheets  
One six-sheets

### Photos

8 8x10 black and white  
8 11x14 sepia  
1 22x28 sepia  
8x10 photos of star  
22-28 gelatins of star

### Cuts and Mats on Production

Five one-column  
Three two-column  
Two three-column

### Stock Cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

### Series of Advertising layouts:

Mats

### Slides

Music Cues



FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

EXHIBITORS' SERVICE DEPARTMENT

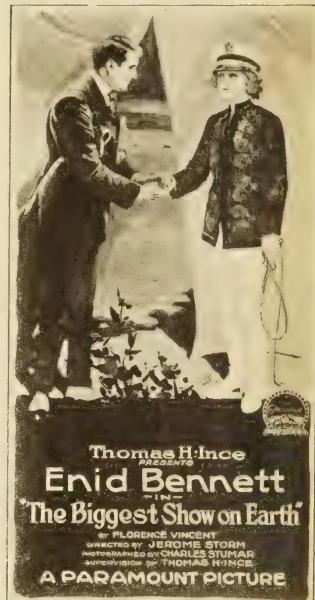
485 FIFTH AVENUE, NEW YORK

Cover your town with this paper and you will fill  
every seat at every performance

Always obtainable at your exchange



Three Sheet Poster



Three Sheet Poster



One Sheet Poster



Six Sheet Poster



One Sheet Poster

# CURRENT PARAMOUNT AND ARTCRAFT PICTURES IN THE ORDER OF THEIR RELEASE



PAULINE FREDERICK . . . . . Mrs. Dane's Defense  
 GEORGE BEBAN . . . . . Jules of the Strong Heart  
 JACK PICKFORD and LOUISE HUFF, . . . . . The Spirit of '17  
 WALLACE REID . . . . . Rimrock Jones  
 BLACKTON'S . . . . . The World for Sale  
 JULIAN EL'TINGE . . . . . The Widow's Might  
 CHARLES RAY . . . . . The Hired Man  
 PAULINE FREDERICK . . . . . Madame Jealousy  
 VIVIAN MARTIN . . . . . A Petticoat Pilot  
 ENID BENNETT . . . . . The Keys of the Righteous  
 SESSUE HAYAKAWA . . . . . Hidden Pearls  
 GEORGE BEBAN . . . . . One More American  
 ANN PENNINGTON . . . . . Sunshine Nan  
 BILLIE BURKE . . . . . Eve's Daughter  
 CHARLES RAY . . . . . "The Family Skeleton"  
 ENID BENNETT . . . . . "Naughty, Naughty"  
 PAULINE FREDERICK . . . . . "La Tosca"



ELSIE FERGUSON,  
 Rose of the World  
 WILLIAM S. HART,  
 Wolves of the Rail  
 MARY PICKFORD . . . . . Stella Maris  
 ELSIE FERGUSON,  
 The Song of Songs  
 WILLIAM S. HART,  
 Blue Blazes Rawden  
 MARY PICKFORD,  
 Amarilly of Clothesline Alley  
 DOUGLAS FAIRBANKS,  
 Headin' South  
 WILLIAM S. HART,  
 "The Tiger Man"  
 ELSIE FERGUSON . . . . . "The Lie"

## SPECIAL FEATURE RELEASES

Maeterlinck's "The Blue Bird"  
 "The Whispering Chorus"

## ONE AND TWO REEL PICTURES AT ALL PARAMOUNT AND ARTCRAFT EXCHANGES—SHOW THEM WITH THE BIG FEATURES

### PARAMOUNT-BRAY PICTOGRAPHHS

B 6047—The Diary of a Dog Chauffeur  
 Making Cord to Bind Uncle Sam's Harvest  
 Goodrich Dirt and the \$1000 Reward  
 B 6048—War Dogs  
 Knit Your Bit  
 Cartoon—Bobby Bumps' "Tank"  
 B 6049—The Destructive Power of T. N. T.  
 The New Art of Dress  
 Cartoon—Goodrich Dirt and the Duke of Watanob  
 B 6050—Evolution of the Dance  
 Flour from Potatoes  
 The Panama Canal (Diagram)

### PARAMOUNT-MACK SENNETT COMEDIES

An International Sneak  
 That Night  
 Taming Target Center  
 The Kitchen Lady  
 His Hidden Purpose  
 Watch Your Neighbor  
 Sheriff Nell's Tussle  
 Friend Husband  
 KLEVER KOMEDIES  
 Faint Heart and Fair Lady  
 Knutty Knitters  
 Toothaches and Heartaches  
 The Installment Plan  
 O. U. Boat  
 Meatless Days and Sleepless Nights  
 He Got His

### PARAMOUNT BURTON HOLMES TRAVELOGUES

T 1143—Sydney, the Antipodean Metropolis  
 T 1144—A Trip to the Jenolan Caves of Australia  
 T 1145—Melbourne the Magnificent  
 T 1146—Round About Melbourne  
 T 1147—Adelaide Capitol of South Australia  
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# "A Desert Wooing"



*A Paramount Picture*

starring

ENID BENNETT

There are forty peaks in Colorado higher  
than Pike's Peak. ¶ It pays to advertise



FAMOUS PLAYERS-LASKY CORPORATION  
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General  
NEW YORK



Exhibitor's Press Book & Aids

Charles Kenmore Ulrich, Editor

## PRODUCTION CUTS AND MATS

# "A DESERT WOOING"



**ISSUED IN SETS OF TEN, CONSISTING OF**

Top Row—Two Three-Column Cuts and Mats.  
Centre Row—Three Two-Column Cuts and Mats.  
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**Reduced as Shown Above**

**Always Obtainable at Your Exchange**

# EXHIBITOR'S ACCESSORIES

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## Paper

Two one-sheets  
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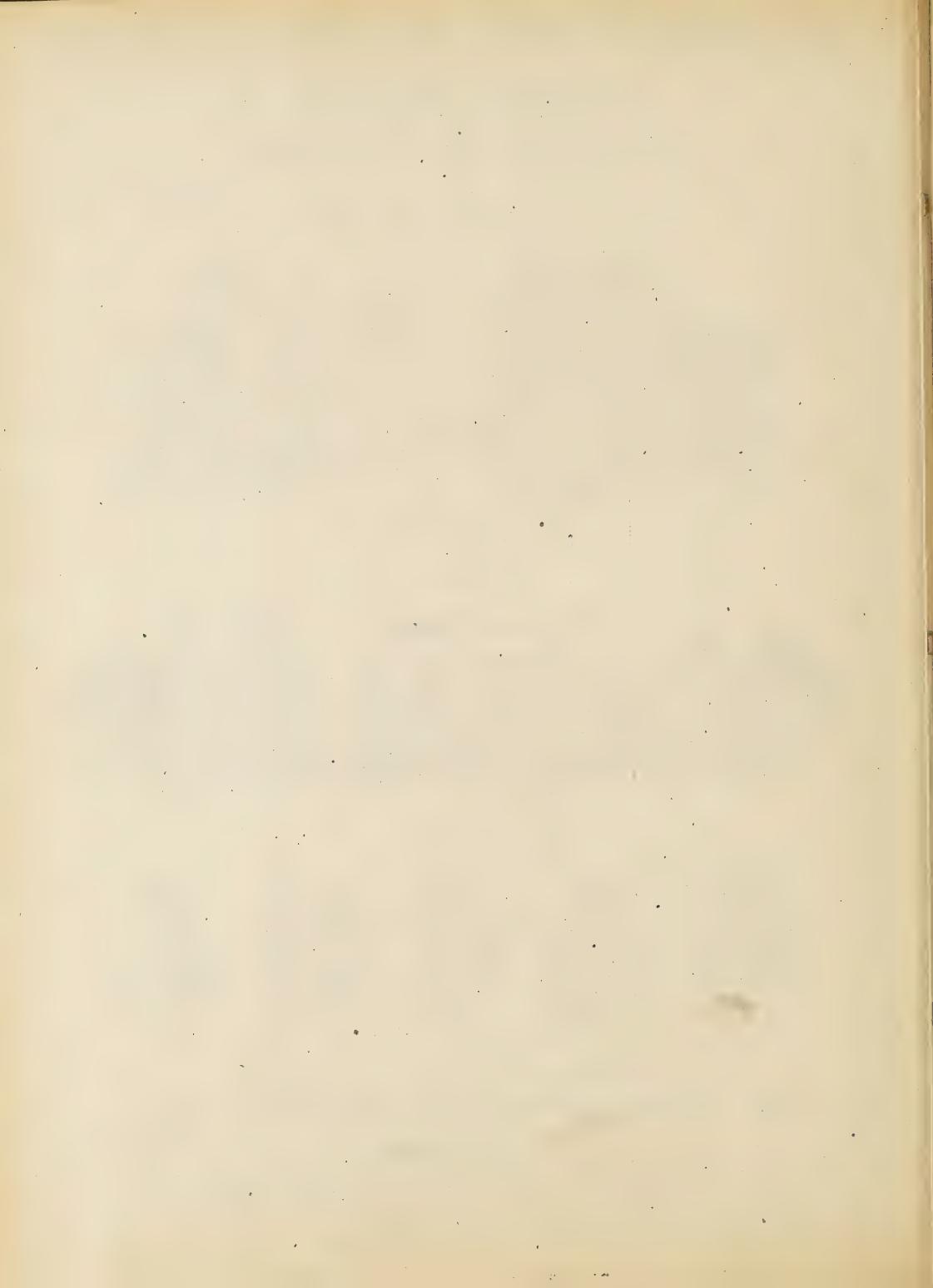


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WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY  
FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK



# SPECIAL FEATURE STORY

For Use of Exhibitors in Their House Organs or of Editors Desiring Original  
Story on Enid Bennett or "A Desert Wooing,"  
A Paramount Picture.

## ENID BENNETT SPENDS UNIQUE HONEYMOON IN HER CALIFORNIA HOME

Dainty Australian Actress Is Wedded But She  
Does Not Cease Work in New Picture,  
"A Desert Wooing"

A UNIQUE manner of spending a honeymoon was that of Enid Bennett, the dainty Paramount film star who will appear in "A Desert Wooing" at the ..... Theatre next week. Miss Bennett has lately become the bride of Fred Niblo who will be remembered as the husband of the late Josephine Cohan, and as an actor of no little merit besides, Miss Bennett passed the greater part of the honeymoon at work on "A Desert Wooing."

The two live in a handsome home in Los Angeles and recently have been "commuting" regularly between that city and Hollywood, Cal., where are situated the studios of the Paramount company. Mr. Niblo has become quite enthusiastic about screen work and in watching his wife he has, he asserts, received many valuable pointers on the technique of the "silent" drama. Her role in "A Desert Wooing" is one of the most difficult feats of acting Miss Bennett has ever attempted and shows her in a far more mature role than either of her former Paramount pictures, "The Keys of the Righteous" or "Naughty Naughty."

As Miss Bennett herself expressed it, her part in "A Desert Wooing" is a "quite grown up" one and gives her splendid chances to display her versatility. The opening scenes show Miss Bennett as a wearied society girl who has tired of the artificial life her "set" enjoys and who longs for the quiet and repose of an ordinary life.

Her mother, a thorough "social climber" regarded her good looking daughter as a bargain in the matrimonial field, and welcomed eligible suitors—with money. Avice's younger brother Billy was, like herself, a rather typical product of the hot house atmosphere of pampered luxury in which they had been brought up.

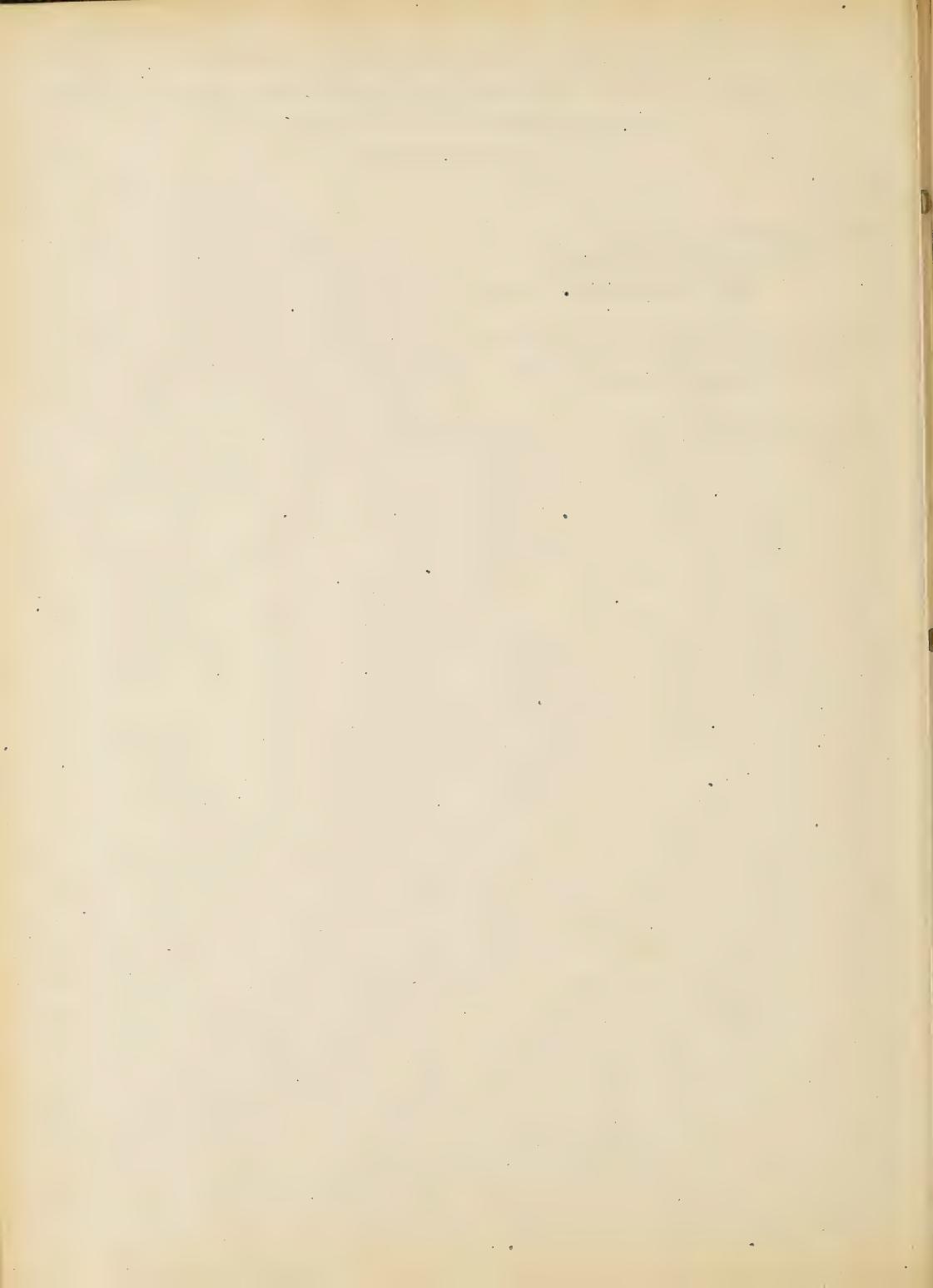
Whatever heart or natural impulses Avice may have possessed were withered by the cynical influence of her little world. She had flirted in the fashion of her kind but had never been moved by anything that resembled passion. She had been attracted by a Doctor Fortescue Van Fleet, a well-mannered social parasite with a reputation for pol-

ished immorality that gave him a fascination for the jaded debutante. This might have led to serious attachment but for the fact that "Forty," as the fashionable doctor was nicknamed, had no settled income. The affairs of the Bereton family were at a dangerous pass. Mrs. Bereton hard put to it to maintain her position, Billy gambling and dissipating, and Avice still unplaced when Barton Masters arrived in New York from the far West.

Barton Masters was a many times millionaire, owning vast principalities, cattle herds, and copper and gold mines. He was as much a product of his civilization as Avice was of hers and the attraction of two natures reared in different atmospheres proved so strong that the Westerner placed his heart in the keeping of a girl of whose real nature he knew hardly anything. Avice and Bart are married and to celebrate the event, Bart brings the friends of the bride, including Mrs. Bereton and Dr. Van Fleet, to his Western ranch. Avice is fascinated with her new life, but Dr. Van Fleet is especially bitter as the growing attachment between Bart and Avice thwarts his desires and he determines to make Avice keep the promise she had cynically made when he introduced her to Bart Masters.

He determines to force matters and one day in the absence of her husband forces his attentions on her. Unfortunately for the Doctor, Bart, who has grown suspicious of the relations between his wife and her old friend, returns and after administering a severe thrashing, throws Van Fleet out of the house to find the best way he can across the desert to the next shelter. Bart then determines to take full control of matters and proclaims himself master in his own house. He ships the mother and all the New Yorkers unceremoniously back East and starts in to demonstrate to the daughter the different ideas they have of life, love and duty. Avice under this rigid discipline becomes the rebellious slave of her husband, fearing, defying and yet secretly worshipping him.

It is at this stage that the Doctor reappears and stealing into the patio, shoots Bart who is taken unawares and leaves him for dead. Van Fleet, now believing himself in full control of the situation, claims full payment from Avice. Avice, pretending to agree with him and accepting his offer of flight, manages with a play of cunning, to seize his gun, and holding him at her mercy forces him to give his trained surgical aid to her husband. Her heroism wins the love of her husband. Van Fleet, the serpent, is banished from Eden and a complete reconciliation and understanding is established between husband and wife.



# Cast and Story of "A Desert Wooing"

For Use of Exhibitors In Their House Organs or for General Publicity

A Paramount Picture.

## ENID BENNETT HAS FINE FILM VEHICLE IN "A DESERT WOOING"

**Story of Society Girl Who Finds Happiness in  
Her Love for Strong Western Husband  
Has Distinct Appeal**

### "A DESERT WOOING"

#### THE CAST

**Avice Bereton, a Debutante.... Enid Bennett  
Barton Masters, a Rich Westerner Jack Holt  
Dr. Fortesque Van Fleet. Donald Macdonald  
"Keno" Clark, a Westerner John P. Lockney  
Billy Bereton, Avice's brother Charles Spere  
Mrs. Bereton, Avice's mother Elinor Hancock**

#### THE STORY

THE product of a most unwholesome social environment in which she was reared, Avice Bereton is a member of a wealthy and rather self-satisfied family moving in a small, smart social set. With her brother, Billy, Avice has inherited the social standing of their forefathers, with the remains of a squandered fortune, and all their instincts for luxuries. Facing financial ruin, and determined to retain her special standing at any cost, Mrs. Bereton, mother of Avice, realizes that the only possible salvation of herself and family lies in a rich marriage for her daughter, who is unusually attractive and whose education is of the best. With her own consent Avice is placed on the marriage market and is for sale to the highest bidder.

Avice has been for some time attracted toward Dr. Fortesque Van Fleet, a well-mannered social parasite, with a reputation for polished immorality that fascinates the jaded debutante. The affairs of the Bereton's are at a dangerous pass. Mrs. Bereton being hard put to it to maintain her position, with her son, Billy, gambling and dissipating and Avice still unplaced, when Barton Masters, a many times millionaire owning vast properties, herds of cattle, and copper and gold mines, arrives in New York from the far West.

Masters is as much a product of his civilization as Avice is of hers and when the two meet at a social function the attractions of the two natures, reared as they have been in vastly different atmos-

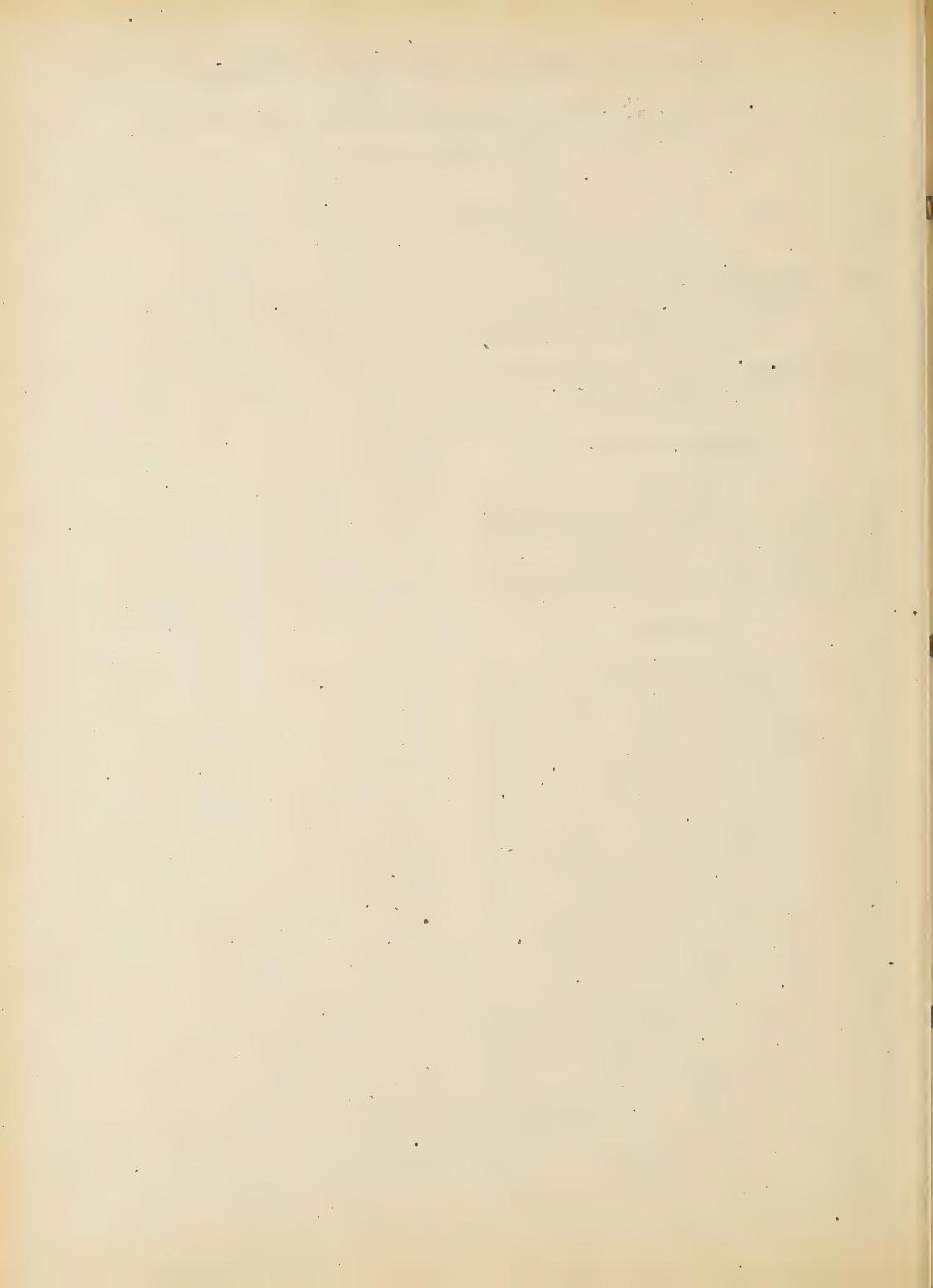
pheres, proves so strong that the westerner loses his heart to Avice, who at first is inclined to treat his ardent wooing with indifference, but who finally is irresistibly drawn towards him.

She assures Van Fleet, who has introduced them, that even if her friendship with Masters results in her marriage, it will make no difference as far as he, Van Fleet, is concerned, as in their smart set marriage is only a convention after all. And so it transpires that Avice and Masters are married and she, with her mother and Van Fleet, accompanies Masters to his ranch in the West.

Billy has previously been sent to the ranch and is building up a new manhood in the wholesome desert air, far away from New York and his clubs and all-night carousals. Avice is fascinated with her new life, but Dr. Van Fleet becomes bitter as the growing attachment between Masters and his bride thwarts his own selfish desires. Van Fleet determines to force Avice to keep the promise she had cynically made him when he introduced her to Masters. In the absence of her husband one day, he forces his attentions upon her. Unfortunately for him, Masters, who has grown suspicious of the friendly relations between his wife and her old friend, enters and after thrashing Van Fleet severely, throws him out of the house to find his way as best he can across the desert to the nearest shelter.

Masters then assumes absolute control of his establishment and announces himself master in his own house. He sends Avice's mother and all the New Yorkers back east and proceeds to demonstrate to his wife the different ideas they have of life, love and duty. Under his dominating rule Avice becomes rebellious, yet she secretly worships him. Billy, the brother, who is devoted to Masters plans in a clumsy way to arouse his sister's jealousy by inventing a story about Masters' alleged infatuation for another woman. This plan results only in accentuating Avice's love for her husband.

Filled with revenge, Van Fleet returns to the ranch clandestinely and coming upon Masters unaware he shoots him and leaves him for dead on the floor of the living room. Avice possesses herself of the revolver and threatening to shoot Van Fleet, forces him to render surgical aid to her husband. Masters recovers. Van Fleet is banished and a reconciliation and complete understanding between husband and wife is established.



# PRESS REVIEW

To Be Sent to the Newspapers Immediately After the First Display of "A Desert Wooing," a Paramount Picture

## ENID BENNETT MAKES HIT IN STRONG NEW WESTERN PHOTOPLAY

Dainty Paramount Star Scores Heavily in "A Desert Wooing," Presented Here for the First Time with Success

PORTRAYING one of the most exacting roles in perhaps the most forceful play in which she has ever appeared, dainty Enid Bennett was seen in her latest starring vehicle, "A Desert Wooing," at the ..... Theatre yesterday. This virile photoplay was written by J. G. Hawks, a capable scenarioist, and it was produced by Jerome Storm, under the special supervision of Thomas H. Ince, with highly satisfactory results. The photoplay demonstrated its popularity long before the last scene was shown.

In this photoplay Miss Bennett portrays the role of Avice Bereton, a young society bud living in the East, whose mother is in straightened circumstances. Mrs. Bereton places her daughter in the market to be disposed of to the highest bidder, in order that she may secure funds with which to carry her high social plans in execution. Avice is loved by Dr. Van Fleet, a rascally physician, who seeks to use her only to advance his social aspirations.

There enters into her life Barton Masters, a multi-millionaire from the West, owner of numerous cattle herds and gold and copper mines. He is instantly attracted toward Avice and his attentions are encouraged by Mrs. Bereton, with the result that the two are married. Avice accompanies her husband to his Western home, together with Van Fleet, and her mother. Her brother Billy, a dissipated young man, has gone on ahead and is pulling himself together when his people arrive. In her

new environment Avice is fascinated by the masterful nature of her husband and soon learns to love him devotedly.

This attachment is viewed with displeasure by Dr. Van Fleet, who insists that she keep the promise made to him, when he introduced her to Masters. He is enforcing this demand one day when Masters enters and soundly thrashes him after which he turns him out into the desert. Dr. Van Fleet subsequently returns clandestinely and taking Masters unawares, shoots and severely wounds him. It is the commission of this crime, which fans Avice's love for her husband into a passionate flame, and taking up the revolver she forces Van Fleet to give professional care to her husband. When Masters is convalescent the serpent is thrust out of her Eden, and she finds happiness in the love of the strong man who is her husband.

Miss Bennett gave a highly artistic interpretation of the arduous role of this society debutante, who later becomes a brave, resourceful woman, strong in her attachment and bitter in her resentment against the man who had sought to use her as a tool. In the scene where she forces Van Fleet to treat her husband, after he had sorely wounded him, she displayed dramatic strength of a high order.

As Barton Masters, the breezy Westerner, the husband of Avice, Jack Holt, one of the most able screen artists before the public, appeared to excellent advantage. All who have seen Mr. Holt in the Sessue Hayakawa plays, wherein his virility as a screen artist has been well displayed, will appreciate his portrayal of this character in Miss Bennett's new photoplay. Donald McDonald, as the rascally physician, presented an unusual artistic conception of a trying role. John P. Lockney, as Keno Clark, Charles Spere as Billy, and Eleanor Hancock, were excellent.

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# ADVANCE PUBLICITY

To Be Sent to the Newspapers Daily for One Week Prior to the First Showing of  
**"A Desert Wooing,"**  
A Paramount Picture.

## DAINTY ENID BENNETT IS SOCIETY DEBUTANTE IN HER NEW PHOTOPLAY

**Beautiful Australian Picture Actress Has Splendid Role in "A Desert Wooing," of Which She Makes the Most**

**D**EELIGHTFUL Enid Bennett, the Thomas H. Ince star who will be seen in her new Paramount photoplay, "A Desert Wooing" at the ..... Theatre next ....., has an unusually strong role, that of a society girl who later attains to the full measure of womanhood as the wife of a masterful man whom she marries in order to provide her mother, a society woman, with funds to maintain her high social station.

Avice Bereton is a product of the social set, with her capacity for love and the better things of life dwarfed and subdued by her associations and upbringing. Her mother is in sore financial straits and plans to marry her daughter to wealth to rehabilitate her own fortunes. Avice is admired and cynically returns the attentions of a Dr. Fortesque Van Fleet, social parasite. Billy, her brother, is more or less of a young waster.

From the West comes Barton Masters, a multi-millionaire copper man and rancher. He is attracted to Avice and she to him but still cynical she assures Van Fleet that a marriage to Barton will not seriously interfere with their possible relations. Married, the two set out from the Western ranch and Masters brings along the doctor and Mrs. Bereton. Billy has gone on ahead and is rapidly improving in the clean life of the open lands.

The doctor tries to compel Avice to make good her cynical assurance but is caught by Barton Masters, thrashed and thrown out to make his way home on the desert as best he can. Masters then sends the whole crowd of relatives and friends, back to New York. Avice is rebellious, a slave to her husband's will. Secretly she worships him. Van Fleet slinks back and shoots Masters, leaving him for dead. Avice secures a revolver and forces the doctor to give Masters the surgical attention

that will save his life. Then the physician is banished and a complete understanding between husband and wife is finally established.

## ENID BENNETT IS CHARMING IN HER WESTERN PHOTOPLAY

**Her Role in "A Desert Wooing" Affords Popular Paramount-Ince Star Excellent Opportunities for Fine Work**

**T**HE charm of Enid Bennett has never been put to a greater test than in "A Desert Wooing" her latest Paramount picture made under the supervision of Thomas H. Ince, which is to be displayed at the ..... Theatre next ..... The receptions given the little Australian star wherever she has been seen is assurance that she is fully as acceptable in mature roles as in the lighter characterizations in which she has been recently seen.

"A Desert Wooing" is the story of a man who marries a social butterfly and takes her West to his ranch. She loves him but resents his masterful manner when he throws a former admirer out of the house and sends her relatives and friends, who have accompanied them to the open country, packing to New York.

Then the former admirer, a surgeon and a parasite, shoots the husband and tries to overpower the wife. She obtains the revolver by subterfuge and succeeds in forcing the assailant to give the necessary surgical treatment to her husband that will save his life. The serpent is banished from their Eden and all goes happily.

Miss Bennett is delightful in the difficult role of the wife and Jack Holt is a forceful character as the husband. The other parts are excellently taken by Donald Macdonald, John Lockney, Charles Spere and Elinor Hancock. Some fine views of the Western country give tone to the picture and the entire production evidences great skill in the making. It is from a story by J. G. Hawks and was directed by Jerome Storm.

(Continued on Page 11)

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per proposito

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## ENID BENNETT HAS HAD NOTEWORTHY CAREER

### Young Bride to Be Seen Here In New Picture, "A Desert Wooing"

D AINTY Enid Bennett, Australian screen star, now under the Thomas H. Ince banner in Paramount pictures, came to this country a few years ago with a dramatic company and appeared in important productions. She was seen by Mr. Ince and engaged for pictures. From the beginning she was a success and some of her finest work has been done for Paramount. Her first under these auspices was "The Keys of the Righteous" and it was followed by "Naughty, Naughty." She will be seen in "A Desert Wooing" at the ..... Theatre next .....

Miss Bennett became Mrs. Fred Niblo recently. Mr. Niblo was the husband of the late Josephine Cohan and is an actor of great popularity. The two live in a handsome home in Los Angeles and Miss Bennett (or Mrs. Niblo) made "A Desert Wooing" just after their honeymoon, which was spent in Northern California.

Miss Bennett has with her her mother, and three sisters. Marjorie the eldest next to Enid, also appears in the films. Miss Bennett is fond of the West though loyal to Australia as well and frequently has little receptions at which her family and Sylvia Breamer, another Paramount actress, and also an Australian are the guests.

### PARAMOUNT-INCE STAR DISCUSSES NEW ROLE

#### Enid Bennett Is Charmed With Her Part In "A Desert Wooing"

ENID BENNETT, star of "The Desert Wooing," a new Paramount picture at the ..... Theatre this week, says she likes the character of Avice immensely. "It is much more serious than most of my roles have been and it has splendid acting possibilities," she said. "I tried to make the most of them and with the direction of Jerome Storm and Mr. Ince's supervision, I feel I did very well. I hope so anyway."

"Avice is a type of girl to be pitied. There are too many of this kind of people in America—people, you know, who live off the labors of others

and are always casting their nets for foolish fish with money. They are social parasites, members of that useless portion of the world's people who pretend to smartness and yet have nothing to recommend them."

"When Avice met her master I was glad for her sake. It made a woman of her—out of a piece of putty in the hands of an ambitious and debt-ridden mother. No, I don't blame the girl, I blame such mothers, who would willingly sell their daughters for money to keep up a false social position. And most of all I blame the men who are responsible for so much of this sort of thing. Happily, the war is taking a lot of them and making them into something worth while. I believe this picture will do good. If so, I'm happy."

### SOCIETY WIFE TAMED BY DESERT HUSBAND

#### She was Cynical But in Her Heart She Wanted to Be Subdued—and She Was

AT the ..... Theatre this week a Paramount picture, produced by Thomas H. Ince, which presents one of the most interesting phases of marital life that has been shown here in a long time.

Enid Bennett is the star of the picture and she has the part of a society girl who is seeking a marriage for money—or rather, it is her mother who is seeking this arrangement. Then comes a real, live, virile Westerner, played by Jack Holt, who takes the girl, marries her and transports her to his ranch. Then she learns to love him.

The big scene comes when a former admirer tries to kill her husband. The assailant is a doctor and at the point of a pistol the wife makes him perform a surgical operation to save her husband from death. The amusing and at the same time not too greatly exaggerated scenes are those wherein the artificial life of the social parasites is exposed.

The character of Dr. Van Fleet, played by Donald Macdonald, is an excellent example of a man who fattens on the women of his world and is rather admired for his moral rottenness. If the picture served no other purpose than to expose some of this false existence, it would be of value, but as it is, it is a really enjoyable entertainment and marvelously well directed and produced.

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## JACK HOLT SEEN IN STRONG ROLE

**Popular Actor Plays Opposite to Enid Bennett  
in "A Desert Wooing"**

JACK HOLT, who plays the lead opposite Miss Bennett, in "A Desert Wooing," a new Paramount picture starring Enid Bennett, produced by Thomas H. Ince, and which will be shown at the ..... Theatre on ..... is a virile young actor with a host of followers. He has been seen in numerous Paramount and Artcraft pictures, recently supporting Sessue Hayakawa in several artistic productions.

Several years ago Holt drove a dog sled in Alaska between Juneau and Fairbanks, carrying the mails. Later he punched cattle and is a rider second to few in the country. He is as acceptable as a hero as he is as a villain, which is rather an unique combination. He has good looks, physique and much ability. His appearances in Paramount pictures have created for him a clientele of admirers who will be glad to find him cast opposite the charming Enid Bennett. The new picture is one dealing with the taming of a society wife and Holt is the tamer.

## SOCIAL LIFE IN NEW YORK SHOWN IN PICTURE

**Less Desirable Aspect of it However, Is Seen  
in "A Desert Wooing"**

THE less desirable side of social life in New York—or of any great city—is shown in "A Desert Wooing," which stars Enid Bennett and which will be shown at the ..... Theatre next week. This is a Paramount picture—another way of saying that it is perfect—and a Thomas H. Ince production. The heroine is a girl raised in the cynical and unhealthy atmosphere of the so-called smart set and only when she meets a real man from the boundless West does she develop the side of her character that has remained hidden—the decent side. She is tamed and tried in the fire and at last conceives the overweening passion for her husband that is born of an actual mating. Jack Holt plays opposite Miss Bennett in this film.

### **Jerome Storm Capable Director**

JEROME STORM has directed all of Miss Enid Bennett's Paramount pictures, produced by Thomas H. Ince and has done his work well, as his record proves. His latest effort will be seen in "A Desert Wooing," now showing at the ..... Theatre. It is a picture with the heart touch and with a vital and red-blooded theme as well. Storm is a director with imagination which he uses continually in obtaining the best possible results with his pretty Australian star.



Paramount  Theatre

200 MAINE AVE.  
EDGEWOOD ILL.  
TEL. EDGEWOOD 5291

Dear Madam:—

Among favorite motion picture actresses in this country, Enid Bennett, the talented Thomas H. Ince star in Paramount pictures, holds a high place in public estimation. She is an artist of pristine quality and her superb artistry is evidenced in every scene of "A Desert Wooing" in which photoplay she will be seen at our theatre next .....

In this remarkable picture, Miss Bennett is seen as a jaded society girl, who is placed in the matrimonial market by her impecunious mother to be sold to the highest bidder. She weds a breezy Western rancher, a primitive man whose masterful ways and manly qualities ultimately win her love and rejuvenate her jaded spirit. She proves equal to every emergency and when her great love is placed to the test, she evinces remarkable courage, and once the serpent has been removed from her Eden, she finds happiness in the love of her primitive husband.

Miss Bennett is admirably supported in this picture, her leading man being Jack Holt, who has been favorably seen in many of Sessue Hayakawa's picture successes. The picture was produced by Jerome Storm, while the story was written by J. G. Hawks, a scenarioist of rare powers. We do not think you can afford to miss seeing this picture, and we respectfully recommend it to your careful consideration.

Yours sincerely,

---

Manager.

# MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "A Desert Wooing"

ADVANCE

POST

CARD

NO. 1

TO BE SENT  
9 DAYS BEFORE  
SHOWING

DATE \_\_\_\_\_

DEAR MADAM:

It affords us pleasure to announce that dainty Enid Bennett, the popular Paramount-Thomas H. Ince star, will appear in her newest photoplay, "A Desert Wooing," at our theatre next ..... This is a splendid picture and we recommend it to your favorable attention.

Yours sincerely,

Manager \_\_\_\_\_

ADVANCE

POST

CARD

NO. 2

TO BE SENT  
5 DAYS BEFORE  
SHOWING

DATE \_\_\_\_\_

DEAR MADAM:

You doubtless will be greatly interested in the announcement that Enid Bennett, the popular Thomas H. Ince star in Paramount pictures, will be seen at our theatre in her latest photoplay, "A Desert Wooing," next ..... You should not fail to see this charming photoplay.

Yours sincerely,

Manager \_\_\_\_\_

ADVANCE

POST

CARD

No. 3

TO BE SENT TO  
ARRIVE ON DATE  
OF SHOWING

DATE \_\_\_\_\_

DEAR MADAM:

This is to remind you that "A Desert Wooing," a charming new Paramount picture starring dainty Enid Bennett, will be the attraction at our theatre today (.....). This is a delightful photoplay in which Miss Bennett will be seen to excellent advantage, and we urge that if you fail to see it, you will be artistically the loser.

Yours sincerely,

Manager \_\_\_\_\_

Exhibitors will be wise to mail at least one of these Postals to their patron

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a single seated machine.  
In reply to a question by Senator Nor-  
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air machine equipped with a Liberty motor  
had been shipped to France for the  
American Army.

the letter and notified Mrs. Malvin  
Child was placed in care of Mrs. Meyer.  
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# ODEON

Main St. at Market

## Thomas H. Ince . . . Presents **Enid Bennett** in **"A Desert Wooing"**

Mixing the prim and proper East with the big and burly West was like mixing oil and water. But they got around it by getting rid of the water.

By J.G. Hawks.  
Directed by Jerome Storm  
Photographed by Edwin Villat  
Supervised by Thomas H. Ince



*A Paramount Picture*

ADDED ATTRACTION—Paramount-Mack Sennett Comedy

"LOVE LOOPS THE LOOP"

**FRUITS OF CONQUEST  
HELD UP TO TROOPS**

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making  
an Appeal to Italy.

**ARMY DESERTER TELLS  
OF WORKING AS SPY**

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In reply to a question by Senator Nor-  
ris, the Nebraskan said that just one  
air machine equipped with a Liberty mo-  
tor had been shipped to France for the  
American Army.

Child was placed in care of Mrs. Meyer.  
Police investigation up to late last  
night had failed to disclose the identity  
of the "Lennie" mentioned in the letter  
left by McCanna.

sellers. One of the propeller blades was  
found to be marked and slightly bent.  
A detailed examination of the marks on  
the hull shows they were not made by  
the vessel striking a submarine.

## Cuts & Mats

You can always  
get them at

## Your Exchange

"let's go to  
this one!"



Thomas H. Ince Presents

## Enid Bennett in "A Desert Wooing"

By J. G. Hawks  
Photographed by Edwin Willat  
Directed by Jerome Storm  
Supervised by Thomas H. Ince

A Paramount Picture

she thought he  
was a Beau Brummel,  
and he imagined her  
a good cock - Phew!

# odeon

**FRUITS OF CONQUEST  
HELD UP TO TROOPS**

# STAR

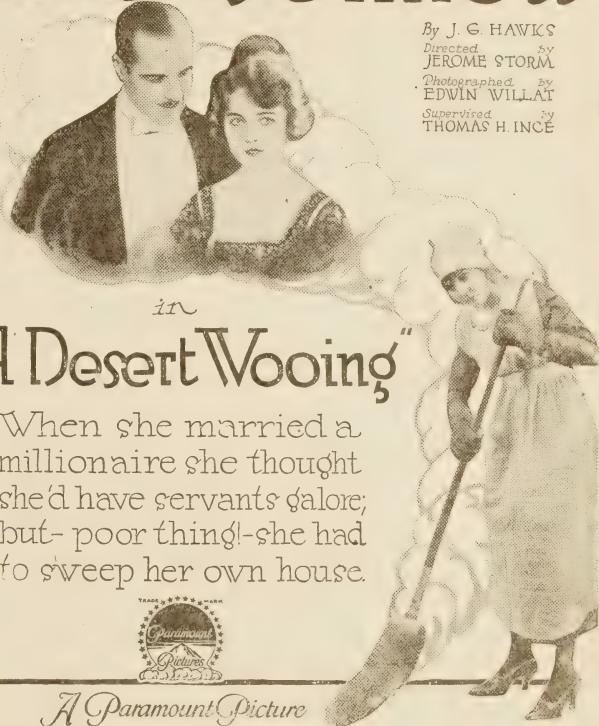
Main and 9th Sts.

We show *all* the Paramount Pictures

Thomas H. Ince presents

## Enid Bennett

By J. G. HAWKS  
Directed by JEROME STORM  
Photographed by EDWIN WILLAT  
Supervised by THOMAS H. INCE



## "A Desert Wooing"

When she married a  
millionaire she thought  
she'd have servants galore;  
but - poor thing! - she had  
to sweep her own house.



A Paramount Picture

Extra Added Attraction!!!

## "LOVE LOOPS THE LOOP"

A Paramount-Mack Sennett Comedy

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making  
an Appeal to Italy.

ARMY DESERTER TELLS  
OF WORKING AS SPY

PRINTED  
IN U.S.A.  
1960

# EXHIBITOR'S PRESS BOOK

## PUBLICITY AND ACCESSORIES



PRESS  
STORIES

FAMOUS PLAYERS-LASKY CORPORATION  
ADOLPH LASKY, PRESIDENT  
JESSE LASKY, JR., VICE PRESIDENT  
WILLIAM FOX, SECRETARY  
NEW YORK



AD CUTS  
and MATS



## Facts of Value to Exhibitors About "A Desert Wooing"

### Enid Bennett, the Star

FOR her fourth appearance in a Thomas H. Ince-Paramount photoplay, "A Desert Wooing," by J. G. Hawks, happily was selected for dainty Enid Bennett, the charming Australian screen star. In this picture in which Miss Bennett portrays the role of a jaded debutante in a smart social set who later develops into a resolute, loving wife in the far West, her powers as an actress of the first class amply demonstrate themselves. Miss Bennett's artistry, reinforced as it is by sweet charm and irresistible magnetism, never was displayed to greater advantage than in this photoplay. Her recent picture, "The Biggest Show on Earth," presented her in a highly attractive role and won her many new admirers, but in "A Desert Wooing," this charming young Australian artist probably has the best vehicle of her screen career to date, and that it will increase her popularity with the motion picture loving public, is generally conceded.

### Jerome Storm, Director

ONE of the leading directors on the staff of Thomas H. Ince is Jerome Storm, who, under the personal supervision of Mr. Ince has directed many notable productions, not the least of which is "A Desert Wooing." Mr. Storm directed Miss Bennett's recent picture, "The Biggest Show on Earth," with excellent artistic results, and his ability is shown to fine advantage in her latest offering.

### J. G. Hawks, Author

Nearly all of the recent pictures featuring William S. Hart, were written by J. G. Hawks, one of the most talented writers on the Ince scenario staff. Mr. Hawks is a writer of taste, skill and sound judgment, and his highly cultivated dramatic sense is amply evidenced by his latest creation, "A Desert Wooing." He employs his characters in accordance with their environment with all the skill of a trained chess player, the result being a picture of life, complete in every detail, as artistically satisfying as it is harmonious and edifying.

### Capable Support

As usual in all of her pictures, Miss Bennett is splendidly supported by the best screen players to be found in the Ince producing concern. The leading man is Jack Holt, a sterling player whose

support in several of Sessue Hayakawa's photoplays demonstrated his capabilities in no uncertain degree. In "A Desert Wooing" he is seen as a rugged Westerner, a character portrayal in which he excels. Donald Macdonald will be seen as a rascally social parasite, Charles Spere as a dissipated young man who reclaims himself, and Elinor Hancock, as a fashionable woman who sells her daughter to the highest bidder. In addition to those named should be mentioned John P. Lockney and others, all screen players of recognized ability.

### An Unusual Story

THE story of "A Desert Wooing" concerns the fortunes of Avice Bereton, a jaded society debutante whose mother finds it difficult to maintain her high social position without financial aid, and to obtain this, she places her daughter in the market to be disposed of to the highest bidder. She has a serious flirtation with a rascally physician, but when Barton Masters, a breezy Western millionaire is introduced to her, she readily consents to marry him and accompany him to his Western home, with her mother, and several friends, including the physician who is peeved when he realizes that Avice is slipping out of his sordid life. He attacks her one day and is severely thrashed by Masters who sends him away and orders his mother-in-law and her friends to quit his home. The physician returns clandestinely, takes Masters unawares and shoots him. Avice now realizes the full depth of her love for her husband and taking up a revolver, she forces the physician to attend to her wounded husband. After his recovery, the serpent is thrust out of her Eden

and she finds happiness in the love of her masterful husband. The photoplay is one of exceptional attractiveness, and the various situations are filled with thrills of a kind seldom exhibited in similar motion pictures.

### Pertinent Remarks

LIKE all of Mr. Ince's productions, this is a fine picture subject for exploitation by exhibitors. It is a strong virile subject, presenting forceful characters, who are seen in situations of unusual dramatic strength and interest. This picture should be advertised to the limit, and extended use of the accessories and special stories appearing elsewhere, is heartily recommended.



# PAPER FOR "A DESERT WOOING"

Cover your town with this paper and you will fill  
every seat at every performance

Always obtainable at your Exchange



Three Sheet



SLIDE



Three Sheet



One Sheet



Six Sheet



One Sheet

## Current Paramount and Artcraft Pictures in the Order of Their Release



SESSUE HAYAKAWA . . . . .	"THE HONOR OF HIS HOUSE"
JACK PICKFORD . . . . .	"HIS MAJESTY, BUNKER BEAN"
WALLACE REID . . . . .	"THE HOUSE OF SILENCE"
MARGUERITE CLARK . . . . .	"PRUNELLA"
VIVIAN MARTIN . . . . .	"UNCLAIMED GOODS"
MARGUERITE CLARK . . . . .	"RICH MAN, POOR MAN"
CHARLES RAY . . . . .	"PLAYING THE GAME"
BILLIE BURKE . . . . .	"LET'S GET A DIVORCE"
DOROTHY DALTON . . . . .	"TYRANT FEAR"
WALLACE REID . . . . .	"BELIEVE ME, XANTIPPE"
PAULINE FREDERICK . . . . .	"RESURRECTION"
ENID BENNETT . . . . .	"THE BIGGEST SHOW ON EARTH"
JACK PICKFORD . . . . .	"MILE-A-MINUTE KENDALL"
SESSUE HAYAKAWA . . . . .	"THE WHITE MAN'S LAW"
DOROTHY DALTON . . . . .	"THE MATING OF MARCELLA"
CHARLES RAY . . . . .	"HIS OWN HOME TOWN"



WM. S. HART . . . . .	"THE TIGER MAN"
ELSIE FERGUSON . . . . .	"THE LIE"
DOUGLAS FAIRBANKS . . . . .	"MR. FIX-IT"
MARY PICKFORD . . . . .	"M'LISS"
WM. S. HART . . . . .	"SELFISH YATES"
CECIL B. DE MILLE'S . . . . .	"OLD WIVES FOR NEW"



Press Book and Advertising Aids

Charles Kenmore Ullrich, Editor

# "THE VAMP"

*A Paramount Picture*

STARRING ENID BENNETT



FAMOUS PLAYERS-LASKY CORPORATION  
ADOLPH LASKY Pres JESSE LASKY Vice Pres CECIL B DE MILLE Director General  
NEW YORK



STOCK PRODUCTION CUTS AND MATS

# ENID BENNETT in "THE VAMP"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats  
Centre Row—Three Two-column Cuts and Mats  
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above

Always Obtainable at Your Exchange

# PARAMOUNT PRESS BOOK

## PUBLICITY AND ACCESSORIES

PRESS STORIES



FAMOUS PLAYERS-LASKY CORPORATION  
ADOLPH LASKY Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director-General  
NEW YORK



AD CUTS  
and MATS



## Interesting Facts Regarding Enid Bennett's "The Vamp"

### ENID BENNETT, STAR

**A**s a Paramount motion picture star, Enid Bennett has won a following that is enviable among screen patrons and her ability has been displayed over and over again in such pictures as "The Keys of the Righteous", "Naughty, Naughty", "The Biggest Show on Earth", "A Desert Wooing" and others. Miss Bennett who, in private life is Mrs. Fred Niblo, came from Australia a few years ago and engaged in dramatic work with Otis Skinner. When Thomas H. Ince saw her on the stage, he recognized her worth as a screen actress and her demure charm and girlish beauty, independent of her great talents, prompted him to engage her. That his judgment of her capabilities as an actress, and drawing power as star in his picture productions was amply justified results have proved. Miss Bennett has a novel role in "The Vamp", and it is needless to add that she does it ample justice.

### THOMAS H. INCE, THE PRODUCER

**G**RADUATING from office boy in a theatrical agent's office, and a song and dance artist in a satire, to the position of one of the foremost motion picture producer in the country. Thomas H. Ince fills an enviable position in the field of the silent drama. He controls a staff of world-famed stars and his productions are in a class of their own. He is a man of dynamic force and he pays careful attention to every production he makes, the result being that all of his pictures bear the imprint of his artistry, excellence and charm.

### JEROME STORM, DIRECTOR

**A**MONG the directors identified with the Thomas H. Ince producing staff, none is better known than Jerome Storm. He has directed many notable picture successes, but in "The Vamp" he has done the finest work of his career. Mr. Storm is a painstaking man whose knowledge of his craft is most extensive and whose genius is ripening with each production he essays.

### C. GARDNER SULLIVAN, AUTHOR

**O**NE of the best known scenarists in the country is C. Gardner Sullivan. He is one of the highest salaried, most prolific and skillful of celluloid drama-

tists. He has done innumerable successful scenarios for Paramount and Arcraft, bringing to each a fund of original thought, excellence of construction and an imagination that is exceptional. "The Vamp" of which he is author, represents one of his most effective conceptions and its success is a foregone conclusion.

### THE PHOTOGRAPHY

**R**ECOGNIZED as a wizard with the lens, John S. Stumar is the artist who photographed "The Vamp". He knows every trick of light, color and reflection, and his work is always successful because he carefully studies each scene before "shooting" it. In this photoplay he has obtained some unusually fine shots and the film as a whole reflects great credit upon his skill of craftsmanship.

### SPLENDID SUPPORT

**I**N support of Miss Bennett in "The Vamp" appear such well known players as Douglas MacLean, a fine leading man, Charles French, a virile actor, Robert McKim, said to be one of the "best heavies" in the movies, Melbourne MacDowell, the famous interpreter of Sardou roles, and John P. Lockney, a celebrated character actor.

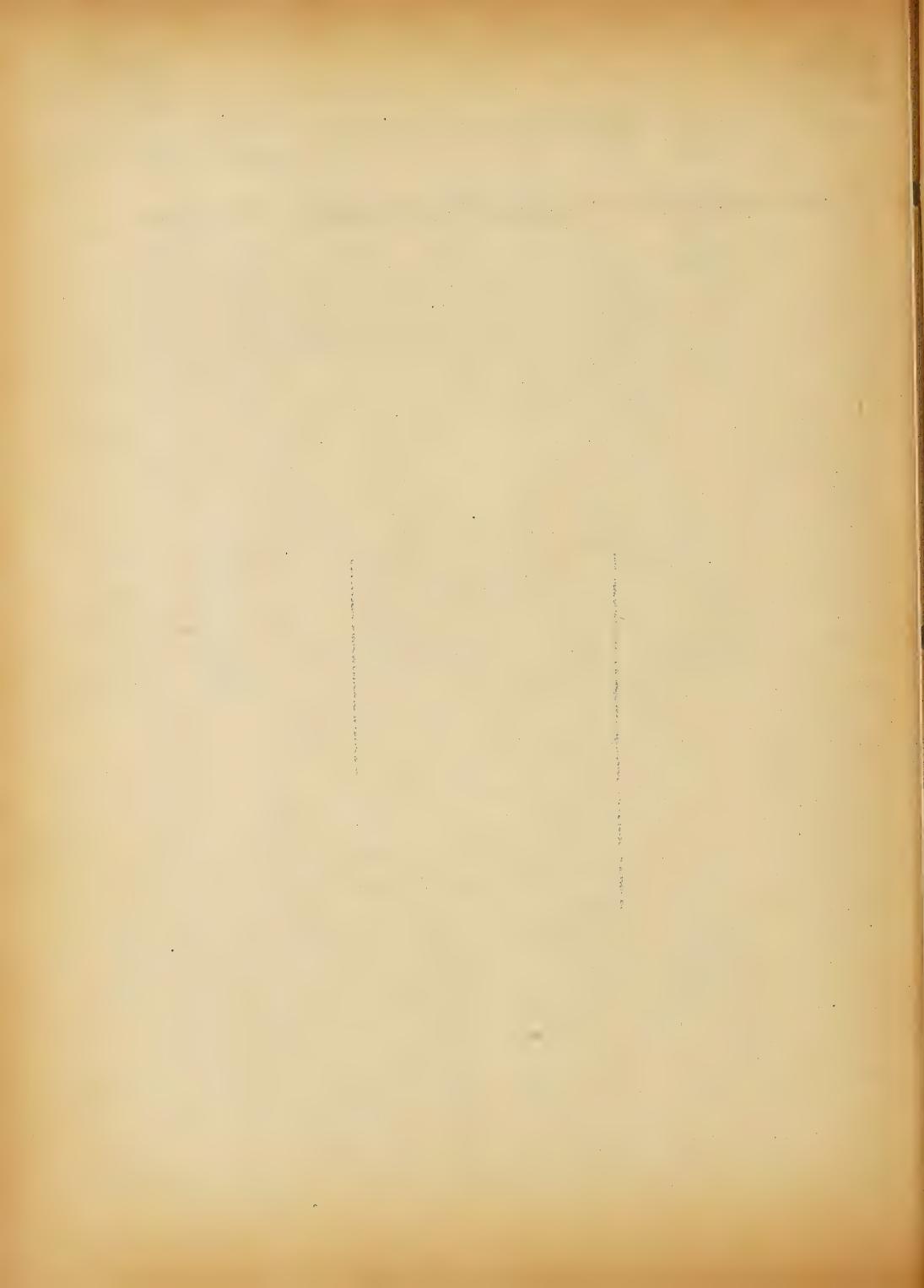
### A GREAT STORY

**N**ANCY LYONS is a wardrobe girl with a musical show and she has heard the chorus girls talk much about "vamps" and their success in life. She loves Robert Walsham, a Settlement worker and when he fails to propose, she dons the gorgeous

dress of a chorus girl and practices her vampish arts upon him with the result that they are wedded and two days later go to Ore Junction, Pa., where Walsham is to take charge of a Community House. Mr. Fleming, a German spy and Phil Weil, his agent, seek to foment a strike among the miners, but the plot fails after Nancy has wrung the secret of the proposed strike from Weil, by playing her vamp tactics upon him. Both Fleming and Weil are arrested by Secret Service operatives and Nancy is hailed as the preserver of the community. There are numerous dramatic situations in the development of the story, the whole being relieved by much wholesome comedy.

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# CAST AND STORY OF "THE VAMP"

For Use of Exhibitors in Their House Organs or for General Publicity.

A Paramount Picture

## "THE VAMP" DELIGHTFUL PHOTOPLAY FOR DAINTY MISS ENID BENNETT

Story Deals with Young Wardrobe Girl who by  
Her "Vamping" Tactics Frustrates  
Big German Spy Plot.

### "THE VAMP"

#### The Cast

Nancy Lyons, a Wardrobe Girl . . . Enid Bennett  
Robert Walsham, a Settlement Worker

Douglas MacLean

James Walsham, his Uncle . . . Charles French

Phil Weil, a Labor Agitator . . . Robert McKim

Mr. Fleming, a German Spy

Melbourne MacDowell

Manus Mulligan, a Miner . . . John P. Lockney

#### THE STORY

NANCY LYONS, eighteen years old, sweet and lovable, is assistant to the mistress of the wardrobe of Musical Comedy company, and is utterly unlike the chorus girls with whom she associates and who are decidedly vampirish in their manner. Nancy loves Robert Walsham, a settlement worker, who is to leave within a few days for Ore Junction, Pa., where he is to take charge of a Community House for Miners.

Walsham had paid some attention to Nancy, but she has not quite succeeded in bringing him to the point of popping the question. In desperation, she resolves to utilize the "vamp" tactics which she had heard the chorus girls discuss so learnedly, and one night arrays herself in the gorgeous evening gown of Mazie Evans, an actress, and when Walsham appears, she practices her vampirish arts on him with signal success. Before he leaves he has asked Nancy to become his wife, and repenting somewhat of her method, she fiercely resolves to prove herself worthy of the man she is engaged to wed.

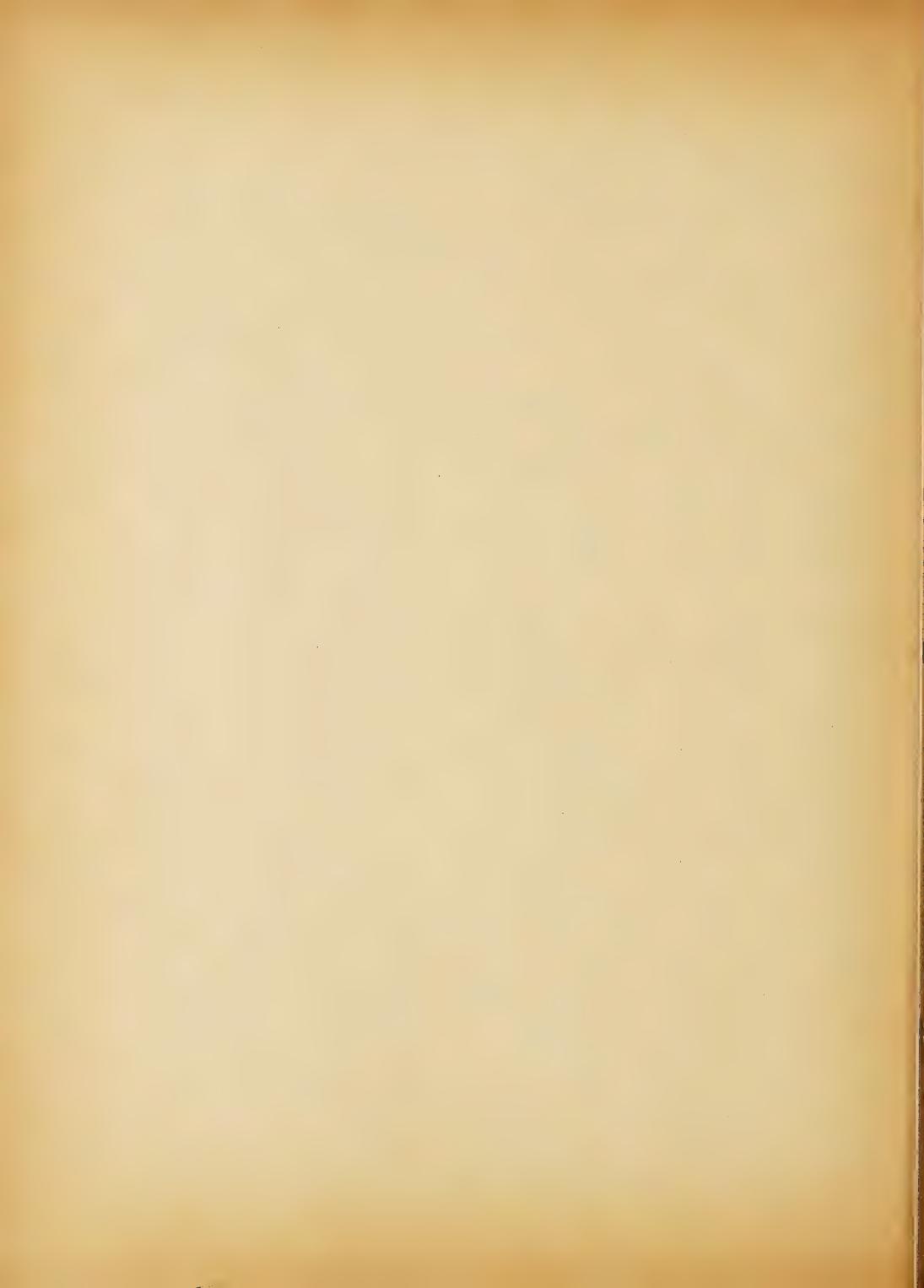
The couple are married and in due course reach Ore Junction, where they are met by James Walsham, Bob's uncle, who conducts them to the Community House where the principal citizens of Ore Junction are gathered to bid them welcome. Among these are Phil Weil, an evil influence among the miners, Mr. Fleming, a mysterious man who secretly is a German spy

and Manus Mulligan, a miner philosopher in overalls, who observes Nancy with unashamed admiration.

During the progress of a benefit for the suffering Belgians at the Community House, Weil harangues a mob of miners at a nearby saloon and incites them to strike. In the Community House, Nancy dresses as a "vamp" in celebration of the second anniversary—two weeks—of their marriage. Nancy and Bob are having a good time, and they are observed by Weil, who uses the incident as an argument with the miners against the mine owners, he declaring that Bob and Nancy are wasting their money in fast living. Attracted by the excitement, Bob's uncle joins the miners and they descend upon Nancy and Bob just as the former is singing a popular melody to her husband. Nancy is scolded for flirting with her husband, and she weekly promises to be good in the future.

A few days later, Bob leaves Ore Junction with a detachment of Boy Scouts whom he secretly has been training, and Weil takes advantage of his absence to annoy Nancy with his attentions. Nancy realizes that Weil is playing some secret game and she encourages him in order to wrest his secret from him. She confides her plan to Manus Mulligan and hides him in a room where she is to receive Weil. The latter brings with him a flask of liquor and she prevails upon him to drink and under the influence of the liquor he tells her of the impending miners' strike which is to be called that night.

Nancy holds the attention of Weil until he is drunk, and through the window she sees the miners who are in search of him. She pulls up the shade and as the miners approach, she quietly sits beside Weil on a couch. The men are infuriated at the spectacle and they rush into the house. Nancy informs them that Weil has confessed that he was paid to foment a strike and she is corroborated by Mulligan. They are about to deal roughly with Weil when two Secret Service operatives enter with Fleming between them. It transpires that Fleming is a German spy and Weil his paid tool. When asked by Uncle Walsham to tell how she wrung so important a confession from Weil, Nancy explained that she "vamped" him. He mutters, "Thank the Lord!" and turns his back as Bob takes her into his arms and congratulates himself that he has the fairest "vamp" that ever vamped anybody anywhere.



# PRESS REVIEWS

To Be Sent to the Newspapers Immediately After the First Display of "The Vamp"

## ENID BENNETT'S NEW PICTURE "THE VAMP" PROVES DELIGHTFUL

Dainty Thomas H. Ince-Paramount Star Presents  
Charming Characterization in  
New Photoplay

PROVING itself a delight in every way, "The Vamp" the latest starring vehicle for dainty Enid Bennett, the famous. Thomas H. Ince Paramount star, was presented with great success at the . . . . . theatre yesterday. The photoplay made a pronounced hit with the audience and its success did much to accentuate the popularity of the star.

The story of the "The Vamp", written by C. Gardner Sullivan, is an interesting one. Nancy Lyons is a wardrobe girl with a musical show and she has heard the chorus girls talk much about "vamps" and their success in life. She loves Robert Walsham, a Settlement worker and when he fails to propose, she dons the gorgeous dress of a chorus girl and practices her vampish arts upon him with the result that they are wedded and two days later go to Ore Junction, Pa., where Walsham is to take charge of a Community House.

Mr. Fleming, a German spy and Phil Weil, his agent seek to foment a strike among the miners, but the plot fails after Nancy has wrung the secret of the proposed strike from Weil, by playing her vamp tactics upon him. Both Fleming and Weil are arrested by Secret Service operatives and Nancy is hailed as the preserver of the community. There are numerous dramatic situations in the development of the story, the whole being relieved by much wholesome comedy.

Miss Bennett's portrayal was a delightful one in every respect. She was admirably supported by Douglas MacLean, Charles French, Robert McKim, Melbourne MacDowell and John P.

Lockney, all screen players of ability. Other features on Manager . . . . 's bill included . . . .

## "THE VAMP" A COMEDY PICTURE IN NEW VEIN

Enid Bennett in Charming Photoplay at the . . . . . Theatre This Week.

A COMEDY drama in a new vein is offered this week at the . . . . . Theatre with Enid Bennett in the star part. It is "The Vamp" from a scenario by C. Gardner Sullivan, and was produced under the supervision of Thomas H. Ince. It scored a decisive hit at its premier showing here.

Those who have seen the dainty little Australian actress in Thos. H. Ince pictures recall her naivete and sweetness in girlish roles. To see her, then, still girlish, but endeavoring to assume a worldly air, even to the extent of "vamping" a man to such an extent that he engages to marry her, is a novelty indeed.

Such is the keynote which lends the title to the story, but there is much more to it. The action carries the players to Ore Junction, Pa., where the newly weds take charge of a community house for the miners. Then ensues a series of situations wherein there is a hint of Hun plotting and some clever work on the part of the hero in which she again utilizes her newly acquired "vamping" powers to make an arch traitor divulge his secret. In the end she justifies her siren tactics and proves that she is as loyal a soul as ever lived.

Miss Bennett does the finest piece of acting she has done in many months in this role. She is ably supported by Douglas MacLean and others, including Charles French, Robert McKim, Melbourne MacDowell, Jno. P. Lockney and others. The picture will repay a visit to the . . . . . Theatre, because it is original, full of comedy, wholesome and highly entertaining.



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# SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Story on  
Enid Bennett or "The Vamp".

## ENID BENNETT'S NEW PHOTOPLAY "THE VAMP" ATTRACTS ATTENTION

What is a Vamp, Anyway? That is the Question  
Generally Asked, but in this Picture  
This Vamp does Good.

THE title of Enid Bennett's newest Thomas H. Ince-Paramount picture, "The Vamp" is arousing no little interest among screen patrons. Of course, nearly everybody knows what a vamp really is, for the reason that the word has become synonymous with "siren", "adventuress", and so on, in our language, through its use in connection with the films.

The "vamp" is the woman who lures the man. That is it in a nutshell. It is the abbreviation of "Vampire". And vampire means something that, in common parlance, drains the very life blood of its victim. Further back, a vampire was and still is in some parts of the world a hideous creature from the tomb, who comes forth at night to devour defenseless creatures.

This evil spirit is supposed to inhabit the bodies of the departed who in their lifetime were bitten by other vampires. They are of the great 'undead'. This superstition is analogous to the were-wolf or the loup-garou of mythical history. It is prevalent in Hungary and Germany and other European countries, among the lower classes.

Nowadays, the term is less noxious, generally. The screen actress who plays the role of a siren is called a "vamp". A picture of this type is a "vamp" film. When she makes love for evil reasons she is said to "vamp" the victim of her viles. She is a modern Circe—a wicked and beautiful creature with all the skill of sirens of the Sicilian coast.

In Miss Bennett's new picture, however, the term is used in a more or less satirical sense. A

little girl in a musical show, assistant to the wardrobe mistress, wants to make a man she loves devotedly, propose to her. So she borrows the gown of a friendly siren of the show and donning it proceeds to "vamp" her admirer till he finally makes the plunge. The rest of the story shows how she succeeds by this same ability to "vamp" in frustrating a German plot and saving a situation in the coal mining districts of Pennsylvania.

"I love my part in 'The Vamp'" declared pretty Enid Bennett the other day, while discussing that picture which will be shown at the . . . . . Theatre next . . . . .

"Somehow it appealed to me, the idea of turning the weapons of the so-called siren against herself, using them to a good instead of an evil purpose. Then, too, I liked the theatrical atmosphere of the first part of the story, wherein, as assistant to the wardrobe mistress, I borrow the clothes of a real little siren of the stage and vamp a man I'm in love with, just to make him propose. Later I use the same means to make a villain confess his iniquitous plot at a coal mining community. The story is full of novelty—as might be expected when you consider that it was written by C. Gardner Sullivan, who is undoubtedly one of the most gifted photoplaywrights in the country. Mr. Storm directed the picture with great skill, I thought. Of course, Mr. Ince supervises all our pictures, released by Paramount, and he knows films from A to Z."

"The entire company seemed to me one of the best I have ever had for a picture. And the scenes were both amusing and thrilling. I liked it myself, all the way through, which is a good sign, for usually a player gets rather tired of a story before it is finished."

Miss Bennett is Mrs. Fred Niblo in private life—the bride of only a few months. She is from Australia and is one of the prettiest and most talented of the younger screen stars. It is announced that her husband will soon appear in her support in Paramount pictures.



**MAIL CAMPAIGN**  
For the Exploitation of "The Vamp"

Paramount  Theatre

200 MAINE AVE.  
EDGEWOOD ILL.  
TEL. EDGEWOOD 2291

DEAR MADAM:

Beginning next....., "The Vamp", a superb Paramount photoplay starring charming Enid Bennett, produced under the supervision of Thomas H. Ince, will be the feature of our programme.

This picture tells the story of a patriotic young woman who exercises her vampirish talents to frustrate the plot of German spies to foment a strike, with eminent success. This is one of the most captivating roles Miss Bennett ever has essayed.

The photoplay is a beautiful one and there are many tense situations which hold the interest to the last scene. It is filled with life and animation and will prove intensely interesting to old and young alike. Miss Bennett is supported by fine screen players, chief among whom is Melbourne MacDowell, the famous interpreter of Sardou roles, Robert McKim, Douglas MacLean, Charles French and others.

We believe this picture will please our patrons and we urgently request your attendance.

Thanking you for past favors, we beg to remain,

Yours sincerely,

Manager.

**MAIL CAMPAIGN**  
**For the Exploitation of "The Vamp"**  
Mail at least one of these Post-Cards to your Patrons.

**ADVANCE  
POST  
CARD  
NO. 1**

**TO BE SENT  
9 DAYS BEFORE  
SHOWING**

**DATE \_\_\_\_\_**

**DEAR MADAM:**

It affords us pleasure to announce that dainty Enid Bennett, the popular Thomas H. Ince star, will be seen in her newest Paramount photoplay, "The Vamp", at our theatre next.....

This is a splendid new vehicle in which Miss Bennett appears to the greatest advantage and, we believe, you will find it interesting.

Yours sincerely,

**Manager \_\_\_\_\_**

**ADVANCE  
POST  
CARD  
NO. 2**

**TO BE SENT  
6 DAYS BEFORE  
SHOWING**

**DATE \_\_\_\_\_**

**DEAR MADAM:**

Our clientele is greatly interested in the forthcoming display at our theatre next..... of Enid Bennett's latest starring vehicle, "The Vamp".

We are advising you that the demand for seats for this superb picture is increasing and you will be wise to come early.

Yours sincerely,

**Manager \_\_\_\_\_**

**ADVANCE  
POST  
CARD  
NO. 3**

**TO BE SENT TO  
ARRIVE ON DATE  
OF SHOWING**

**DATE \_\_\_\_\_**

**DEAR MADAM:**

We beg to remind you that "The Vamp", starring dainty Enid Bennett, a charming photoplay, will have its premier presentation in this city at our theatre today (.....). This is an excellent vehicle for Miss Bennett and her characterization therein is a notable one.

Yours sincerely,

**Manager \_\_\_\_\_**

# MOTION PICTURES

## DIRECTORY

[PICTURES THAT ARE PLAYING TO-DAY]

**WEST SIDE**  
W. St. to 42d St.

**THEATRE** EIGHTH AVE.  
AT 40TH ST.  
"The Beast of Berlin"  
SEA AT 25TH STREET,  
"Secret," with ELIA KAHN;  
plus "THE OTHER WOMAN."  
**OPERA HOUSE** 8th Ave.  
& 23d St.  
"The Beast of Berlin"  
AT THE NEWS  
VAUDEVILLE

YES EIGHTH AVE. 42D ST.  
Continues 1 to 11.  
Wm. In "ROUGH &  
READY";  
Exe., 15c, including war tax.

**G E** Eighth Ave. & 16th St.  
Cont. 12 Noon to 7 P.M.  
BRAVO in "THE VENGEY";  
"THE WOMAN IN THE WEB."

**EST SIDE**  
St. to 86th St.

**BROADWAY** AND  
**THEATRE** 77TH STREET

KAWA, "Honor of His House";  
in "Riders of the Night";

**EATRE** 17TH AVENUE  
"AT 4TH STREET"

RDEN, "The Splendid Summer"

**EST SIDE**  
St. to 125th St.

**BROADWAY AT 89TH ST.**

SESSION HAYAKAWA in  
"THE HONOR OF HIS HOUSE"

VIOLA DANA in  
"RIDERS OF THE NIGHT"

**AN** \* Cathedral Parkway  
"3 to 11 P.M."  
VET, in "Let Us Forget"

CHARLIE CHAPLIN in  
"The MICHIGAN"

Thomas H. Ince presents

# End BENNETT

## "The Vamp"



**BELOW 14TH**

**NEW STAND** EAST BR.  
Mr. Vernon Castle, "RHYTHM & MARK"  
Mr. Old fashioned Old

**OPHEUM** 126 Second  
FRANK KEENAN in "GOAT"  
4th Epis. "THE WOMAN IN

**ST. MARKS** 133 Second  
CARLYLE BURCKWELL in  
"WINDSOR THEATRE" 41  
GAIL KANE in "THE TAN"  
Episode 16 "THE MYSTERY"

**M. & S.** 14th ST.  
AMERICAN MOVIES

Francis X. Bushman & R.  
in "With Neatness and

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The Wonder Play of

**ODEON** 58-62 Clinton  
DOROTHY DALTON in "PA  
NICK SOUTHERN COMBO," 11th Pa

**PALACE** 133 East  
Pauline Frederick, "Mrs. D."  
8th Epis. "The Woman

**SUNSHINE** 141 E. 11  
Edith Storey, "Treasure

**WACO** 118 River  
Elsie Ferguson, "The Se

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**HOBOKEN**  
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**YONKERS, N.Y.**

**HAMILTON** W.M.  
"A SON OF DEMOCRACY"  
**ORPHEUM** KITTY  
Tracy—MAE MARSH in "Field"

**ROCKAWAY BEACH**  
NEW THEATRE HAMMER  
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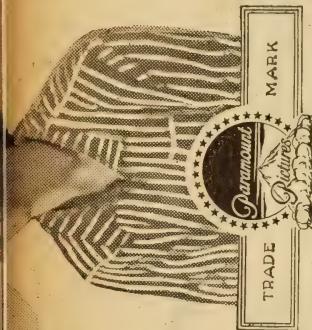
**FAR ROCKAWAY**  
C O L U M BIA  
MAE MARSH, "The Face

**Stuyvesant Heights**  
COLONIAL BROAD  
ROCKAWAY  
BILLY BURKE in "Eve's

**DECATUR** Broadwa  
"The Kaiser—The Beast  
HALSEY THEATRE Hal-  
Henry B. Walthall in "Ham-  
USUAL VAUDVILLE

**IMPERIAL THEA** Falley &  
Cont. 1:3  
Margety Wilson in "Flames"

**Ridgewood Secti**



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graph  
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It is  
three

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Marvin, the child was placed in care of Mrs. Moynihan. Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hill shows they were not made by the vessel striking a submarine.

A DVERTISING  
is the premium that shrewd showmen pay to insure continued prosperity.

Thomas H. Ince presents  
**ENID BENNETT**



in  
**"The Vamp"**

By C. Gardner Sullivan, Directed by Jerome Storm / Photographed by John S. Stumar, Supervised by Thomas H. Ince

A Paramount Picture

THE story of the "plain" girl who captured her heart's desire by "dolling up"

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Paramount-Bray Pictograph

**Paramount**

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**FRUITS OF CONQUEST  
HELD UP TO TROOPS**

Thomas H. Ince presents  
**Enid Bennett**



"Clothes make the woman, Nancy!" the chorus girl told her.  
"Throw away those frowsy clothes. Get yourself a vampire outfit and you'll hook him!" And she was right. ~ . ~



**"The Vamp"**  
A Paramount Picture

By C. Gardner Sullivan Directed by Jerome Storm  
Photographed by John S. Stumar Supervised by Thomas H. Ince.

**ROSCOE "FATTY" ARBUCKLE**

in  
**"Good Night, Nurse!"**

**Paramount Theatre**

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Emperor Charles Said to be Making an Appeal to Italy.

**ARMY DESERTER TELLS  
OF WORKING AS SPY**

# ADVANCE PRESS STORIES

To be Sent to the Newspapers for one Week Prior to and During the showing of "The Vamp,"  
A Paramount Picture.

## FINE ROLE FOR ENID BENNETT IN NEW PICTURE

Wins Husband by Vampirish Methods in Her Latest Starring Vehicle "The Vamp"

In her new Paramount photoplay, "The Vamp", dainty Enid Bennett has one of the best roles she ever has essayed on the screen. How she won her husband (in the reel story, not in real life) is excellently told in this great photoplay produced by Thomas H. Ince, which will be displayed at the.....theatre next.....

Nancy Lyons is a wardrobe girl connected with a musical comedy show and is deeply in love with Robert Walsham, a settlement worker. He fails to propose speedily and it occurs to her that she may facilitate matters by playing "the vamp" to him. She dresses in the abbreviated gown of a chorus girl and becomes a siren which not only charms Walsham but wrings from him a proposal of marriage.

After their wedding, the Walshams go to Pennsylvania where they take charge of a Community House for coal miners. It is Nancy's privilege to play the vamp the second time in exciting circumstances and thereby frustrate the plot of German spies to provoke a disastrous strike of miners. The situations in which Nancy is involved throughout the development of the story are dramatic and thrilling to a degree.

Miss Bennett is splendidly supported in this photoplay, chief among the players being Douglas MacLean, Charles French, Robert McKim, Melbourne MacDowell and John P. Lockney.

## ENID BENNETT MAKES VAMPING A DISTINCT ART

Popular Paramount Star Frustates Plots of German Spies in "The Vamp"

To be able to make a distinct art of "vamping" and subserve a patriotic purpose thereby, is an honor reserved for new screen artists. In her latest Paramount photoplay, "The Vamp", written by C. Gardner Sullivan and produced by Jerome Storm under the direction of Thomas H. Ince, which is to be displayed at the.....theatre next....., Miss Bennett voluntarily becomes a siren and by "vamping" the paid agent of a German spy prevents a disastrous strike of coal miners.

Miss Bennett seldom has appeared in a more congenial role than that of Nancy Lyons, a wardrobe girl attached to a musical comedy show. She learns the vampirish ways of the chorus girls and when her sweetheart proves a little slow in proposing marriage, she helps matters along by doing a little "vamping" act of her own with him, the result being that he is entranced and their marriage follows.

When she goes with her husband to a coal mining town in Pennsylvania, Nancy learns that German spies are operating there with the view of fomenting a strike of the coal miners. She immediately gets busy and in a series of highly attractive scenes, she "vamps" the paid agent of the German spy chief with such success that the plot is frustrated. Of course, her motives are misconstrued and her happiness is for a time imperilled, but it all ends well and Nancy becomes a real heroine.

Miss Bennett's role in this picture is in every way a delightful one and it doubtless will add greatly to her popularity. She is admirably supported by the best players of the Ince studio.

## WHEN VAMPS GO VAMPING THEN THINGS HAPPEN

This is Amply Shown By Enid Bennett in Her New Photoplay "The Vamp"

When dainty Enid Bennett goes vamping in "The Vamp", her latest Paramount photoplay which is to be displayed at the.....theatre next....., then there happens one thing after another. Miss Bennett is a capable screen actress and she has proved this in numerous photoplays in which she has starred, but it is certain that her art never was displayed to finer advantage than in this her latest starring vehicle.

Nancy Lyons is a wardrobe girl attached to a musical comedy show, and in this occupation, she meets many worldly wise chorus girls, some of whom are authorities on the subject of vampires. She imbibes knowledge of this entertaining subject from day to day and it later is to prove quite serviceable to her as subsequent events prove. By playing the siren to her slow-going sweetheart, she induces him to propose and after their marriage they go to a coal mining town in Pennsylvania where Nancy's husband assumes charge of a Community House for miners.

Nancy plays smash with the plans of German spies to foment a miner strike in this place, and she accomplishes the seemingly impossible by the exercise of her vampirish tactics. This threatens to involve her in trouble, but when her motives are understood, she becomes the heroine of the hour. There are numerous thrilling situations in the development of the story. Miss Bennett's support is all that the most exacting taste could demand.



## ENID BENNETT IS RISING RAPIDLY

Charming Paramount Star Increases Her Popularity with "The Vamp"

DO you know Enid Bennett, the dainty Thomas H. Ince-Paramount star who will be seen in her latest photoplay, "The Vamp" at the . . . . . theatre next . . . . .? If you do not, then this superb comedy will serve as a fitting introduction to this delightful screen star whose recent picture, "The Desert Wooing" made so pronounced a success here a few days ago.

It is only a few years ago when she came from the Antipodes to do dramatic work with Otis Skinner. Then Thomas H. Ince saw her, marveled at her demure charm and girlish beauty and sought an interview. The result was that she became an Ince star and has since proved that the producer's judgment was correct in every detail.

As a Paramount star she has achieved a following that is enviable among screen patrons and her real ability has been displayed over and over again in such pictures as "The Keys of the Righteous"; "Naughty, Naughty"; "The Biggest Show on Earth"; "A Desert Wooing"; etc. Miss Bennett recently sent for her mother, brother and younger sister who came from Australia to join her. Marjorie Bennett, another sister, also works in pictures. Miss Bennett recently became the wife of Fred Niblo, legitimate star, who has since entered the films and who will be seen in the near future in a picture with his bride.

### Lockney's Specialty.

CHARACTERS are John P. Lockney's specialty. He can play any thing that is required in that direction. In "The Vamp", which will be shown at the . . . . . theatre next . . . . . he is a sort of philosopher in overalls, a queer conception and one that gives him scope for his genius in character delineation.

## WANT TO LAUGH? GO SEE "THE VAMP"

There is Plenty of Good Stuff in Enid Bennett's New Picture, "The Vamp."

IF you wish to laugh, be entertained royally, and incidentally learn something of the methods familiarly ascribed to those members of the feminine sex who deliberately set out to fascinate the opposite sex, you should not fail to see "The Vamp", Enid Bennett's new photoplay which will be shown at the . . . . . theatre on . . . . . It is a Paramount feature, and was produced by Thomas H. Ince.

There is a well sustained plot by a master-craftman, C. Gardner Sullivan, involving a labor mix up in a coal mining district and a Hun scheme to foment trouble. The vamp wins her husband and also exerts her talents in this gentle art to win the secrets of a vile schemer employed by the Germans. Enid Bennett has a wonderful role, it is said, to which she does full justice. She is splendidly supported.

### A Veteran Tragedian.

A VETERAN among tragedians of the spoken drama, interpreter of such famous roles as Virginius, Macc Anthony, etc., Melbourne MacDowell has a "come back" in the motion pictures. He got out of step for a time when tragedy on the boards lost its great attraction for the public, but in the films the actor has found a new avenue for his remarkable talents. In Ince pictures for Paramount, MacDowell has done some of his best work and in "The Vamp" starring Enid Bennett, which will be displayed at . . . . . theatre next . . . . ., he has a heavy role that requires careful handling and which he does to perfection.

## KNOW SULLIVAN? WHAT FAN DOESN'T?

Author of Enid Bennett's Comedy "The Vamp" Famous Writer.

Who in these days of the screen drama, doesn't know C. Gardner Sullivan, author of "The Vamp", the latest photoplay for Enid Bennett, the famous Ince-Paramount star, which is to be shown at the . . . . . theatre next . . . . . If there is a film fan who doesn't know Mr. Sullivan by reputation, then we have another guess coming.

Mr. Sullivan is one of the highest salaried, most prolific and skillful of celluloid dramatists. He has done unnumbered successful scenarios for Paramount and Artcraft pictures, bringing to each one a fund of original thought, excellence of construction and an imagination that is exceptional. C. Gardner Sullivan wrote "The Vamp" in which Enid Bennett is starring and which represents one of the most effective conceptions of the famous photoplaywright. It is an Ince production, and Miss Bennett is splendidly supported by fine screen players.

### Storm Famous Director

JEROME STORM has directed all of Enid Bennett's Paramount pictures to date. Under the supervision of the producer, Thomas H. Ince, Mr. Storm has turned out some of the finest photoplays in the whole category of modern screen attractions. He possesses the subtle touch, the vivid imagination, the appreciation of human character, the comedy idea—all the things that are so essential to good work, with a company of actors. He is an artist, in brief, and in "The Vamp", Enid Bennett's newest Paramount picture which will be shown at the . . . . . theatre next . . . . ., he has caught and translated to the screen the full meaning of the author's whimsical story.



**MacLean is Favored.**

DOUGLAS MacLEAN, the handsome young leading man for Enid Bennett in "The Vamp" which is to be shown at the.....theatre next.....is one of the most favored of the younger screen players, both in talent and looks. He was formerly a popular member of a local legitimate stock company in Los Angeles. He has supported Vivian Martin and is to be seen with Mary Pickford in a new Artcraft picture. He has a splendid role in the new Enid Bennett picture and can be depended on at all times to give a sterling performance.

**French Fine Actor.**

MONG the best character actors of the screen world is Charles French, who is versatile to a degree and who can do a "heavy" role or a fatherly old man with equal facility. He has been seen in many Paramount pictures from the Ince studios and will appear in "The Vamp" a new offering with Enid Bennett as the star which will be shown at the.....theatre on.....next.

**An Apt Title.**

BEFORE "The Vamp" was decided on as the title of Enid Bennett's new Paramount picture, it was submitted to popular vote at the studio. It is really an apt title and one that is likewise indicative of the spirit of the story, whereby the gentle art of "vamping" is turned to good account by a sweet girl. It will repay a visit to the.....Theatre this week, where it is being shown.

**Great Screen Villain.**

HE screen villain per excellence is Robert McKim, whose screen deeds of evil in Paramount pictures produced by Thos. H. Ince have won for him the "hatred" of screen patrons from one end of the country to the other. Personally he is a fine chap, with a pleasant disposition. But he leaves all that behind when he enters upon a character-

ization for the pictures. He looks, acts and feels, presumably, like a villain. In "The Vamp", a new Paramount picture with Enid Bennett as star, which is on view at the.....theatre. Mr. McKim has an evil role to which he brings all his talent for the depiction of vicious characters.

**Splendid Photoplay.**

JOHN S. STUMAR was the cameraman for "The Vamp", the new Ince picture for Paramount in which dainty Enid Bennett is being seen at the.....theatre. Stumar is an artist, yes, a wizard with the lens. He knows every trick of light and color and reflection. He is invariably successful because he studies each scene before "shooting" it. In this picture he got some unusually fine shots and the film as a whole reflects credit on the man behind the camera.





# EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

## “THE VAMP”

*A Paramount Picture*

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Two one-sheets  
Two three-sheets  
One six-sheets  
1 Star Stock, 24 sheet

### Photos

8 8x10 black and white  
8 11x14 sepia  
1 22x28 sepia  
8x10 photos of star  
24 Sheet Stand

### Cuts and Mats on Production

Five one-column  
Three two-column  
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### Stock Cuts and Mats of Star

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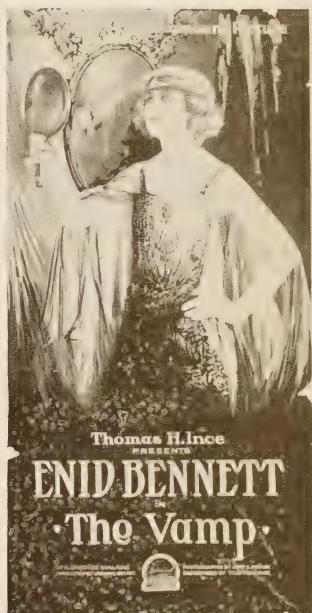
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SLIDE



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Cover your Town with this Paper and you will Fill  
Every Seat at Every Performance

# Current Paramount and Artcraft Pictures in the Order of Their Release



PAULINE FREDERICK.....	"RESURRECTION"
ENID BENNETT.....	"THE BIGGEST SHOW ON EARTH"
SESSUE HAYAKAWA.....	"THE WHITE MAN'S LAW"
JACK PICKFORD.....	"MILE-A-MINUTE KENDALL"
DOROTHY DALTON.....	"THE MATING OF MARCELLA"
MARGUERITE CLARK.....	"PRUNELLA"
CHARLES RAY.....	"HIS OWN HOME TOWN"
WALLACE REID.....	"BELIEVE ME, XANTIPPE"
BLACKTONS .....	"MISSING"
LINA CAVALIERI .....	"LOVE'S CONQUEST"
VIVIAN MARTIN .....	"VIVIETTE"
PAULINE FREDERICK.....	"HER FINAL RECKONING"
SESSUE HAYAKAWA.....	"THE BRAVEST WAY"
WALLACE REID.....	"THE FIREFLY OF FRANCE"
ENID BENNETT.....	"A DESERT WOOING"



MARY PICKFORD.....	"M'LISS"
WM. S. HART.....	"SELFISH YATES"
CECIL B. DE MILLE'S.....	"OLD WIVES FOR NEW"
ELSIE FERGUSON.....	"A DOLL'S HOUSE"
DOUGLAS FAIRBANKS.....	"SAY, YOUNG FELLOW"
GEORGE M. COHAN.....	"HIT THE TRAIL HOLLIDAY"



Exhibitor's Press Book & Advertising Aids  
Charles Kenmore Ulrich, Editor

# ENID BENNETT

in

## The Marriage Ring

*A Paramount Picture*



FAMOUS PLAYERS-LASKY CORPORATION  
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General  
NEW YORK





# EXHIBITOR'S PRESS BOOK

## PUBLICITY AND ACCESSORIES



PRESS  
STORIES



FAMOUS PLAYERS-LASKY CORPORATION  
ADOLPH ZUKOR Pres JESSE LASKY Vice Pres CECIL B DE MILLE Director General  
NEW YORK



AD CUTS  
and MATS



## IMPORTANT NOTES ON ENID BENNETT'S PHOTPLAY "THE MARRIAGE RING"

### ENID BENNETT, STAR.

TALENTED as she is charming, Enid Bennett, the popular Thomas H. Ince-Paramount star, has won an envied place in the foremost rank of American screen players. Miss Bennett, who is one of the most captivating of the Thomas H. Ince galaxy of stars, is a young artist of engaging personality whose beauty, coupled with rare artistry as an actress, has rallied beneath her standard an army of admirers of a magnitude to which few cinema stars may lay claim. Under the tutelage of Mr. Ince, Miss Bennett has blossomed forth into the flower of her maturity as an exponent of the best the silent drama is capable of offering to the motion picture loving public. Her success in "The Biggest Show on Earth", "A Desert Wooing", "The Vamp" and "Coals of Fire", her recent screen offerings, was enormous. Her role in "The Marriage Ring", that of a wife who, after being degraded to the uttermost by her scoundrelly husband, finds release from torment and happiness in the love of a worthy man in Hawaii, is vastly different from anything she has essayed hitherto, but in its portrayal, as the picture evidences, her genius has risen to loftier heights of artistic expression.

### FRED NIBLO, DIRECTOR.

FRED NIBLO, for many years a prominent figure in the legitimate drama, who recently became the husband of Miss Bennett and made his screen debut in her support in "Coals of Fire", directed "The Marriage Ring" with signally gratifying results under the supervision of Thomas H. Ince. Mr. Niblo possesses all the requirements needed for successful direction—poise, discretion, sagacity, knowledge of screen technique and cultivated dramatic taste. In his direction of his wife's latest starring vehicle he has exhibited all these qualities in the highest degree.

### THE SCENARIST.

THE story of "The Marriage Ring" was written by John Lynch, a most capable screen writer. Mr. Lynch is author of several notable film successes. His work is characterized by skill of a high order and his knowledge of screen technique covers a wide range.

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### A BEAUTIFUL STORY.

ANNE MERTONS, a woman of refinement until she became the wife of Hugo Mertons, a gambler and all-round crook, is forced to assist him in fleecing men of wealth. She tires of this degrading employment and resolves to quit her husband. When he suspects her design he arranges to go to Honolulu where, he is convinced, his field of operations may be successfully enlarged. He entices a wealthy man from Honolulu to his apartment in San Francisco with the design of fleecing him in a game at cards. The visitor catches him cheating and after denouncing the couple as crooks, he makes complaint to the apartment clerk, who orders them to vacate their rooms. Anne, who has received a ticket to Honolulu from her husband, announces her intention to quit him whereupon he threatens her with a revolver. She seizes it and in the struggle that follows the weapon is discharged and Mertons falls to the floor apparently dead. Anne escapes from the room and steams for Honolulu, believing herself a murderer. On the steamship she meets Rodney Heath, a wealthy sugar planter with whom she falls in love. He is accompanied by his mother who invites Anne to stay at her home. Meanwhile Mertons recovers from his wound and goes to Hawaii as assistant to Koske, a German spy who has been commissioned by Berlin to burn the sugar cane on the Island. Mertons sees his wife, forces her to leave the Heath plantation and imprisons her in his hut. She overhears Koske and her husband complete the details of their plot, escapes as the fires are started and with the aid of some natives saves the Heath plantation from destruction. She is overpowered by smoke and found by Heath who is caring for her when Mertons, half blind and burned almost to a crisp, enters and falls dead at their feet. Anne and Heath then plight their troth.

### THE SUPPORTING PLAYERS.

MISSED BENNETT'S support in "The Marriage Ring" is of the highest class. Her leading man is Jack Holt, an actor with a fine personality, while Robert McKim, one of the best villains on the screen, has an exceptional role. Charles K. French, a splendid actor, and Maude George and Lydia Knott are seen to great advantage in congenial parts.



# SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Story  
on Enid Bennett or "The Marriage Ring"

A Paramount Picture.

## Enid Bennett, Dainty Ince-Paramount Star, Charming Exemplar of the Beauty of Australasian Women

This proves that Many Other Beautiful Things Aside from Kangaroos, Boomerings and Prize Fighters are Reared in this Antipodean State

HERE are many things emanating from Australia besides kangaroos and boomerangs. For instance, some of the greatest fighters the world has ever seen or ever will see, come from this Antipodean state, while the beauty of the Australasian women is an admitted fact. There is a concrete example of this in the person of dainty, delightful Enid Bennett, who was recently married to Fred Niblo, a leading star of the legitimate stage.

Miss Bennett, as everyone knows, is a star in Paramount pictures, and that means the best. She appears in films produced by Thomas H. Ince, the expert screen artist under whose careful supervision so many fine dramas have grown into being and who has made as many stars as a silversmith.

Enid Bennett hasn't been here so very long. She came over to play with that celebrated actor, Otis Skinner—and she was almost literally kidnaped by Thomas H. Ince, who saw her on the stage and knew she was just the one he needed for the screen. When the producer became affiliated with Paramount, along came Enid, sweet, demure, naive as ever—with a little twinkle in her eye that said plainly, "even if I am from Australia, don't you try 'spoofing' me."

And Enid became camera-wise and America-wise very soon. She has done a lot of fine pictures and now she will be seen at the..... Theatre next ....., in "The Marriage Ring, the scenes of which are partly laid in San Francisco but mainly in Hawaii. And they say it is the best ever, because the star's hubby directed it. Think of making your own wife do whatever you wish and being able to scold or fine her if she balks! Jack Holt is the leading man,

too. That's another point in favor of the picture.

Anyway, we're all waiting to see Enid Bennett in a new play. You see, she has given us all a memory we won't soon efface, even if we try, the memory of a very sweet and demure little Antipodean girl who has in a very short time climbed clear up to the star class and twinkles there as effectively as any.

The story of "The Marriage Ring" opens with Anne Mertons, the role played by Miss Bennett, who is unhappily married to a brute who seeks to gain his own ends by any means at his command. In a struggle over a revolver the weapon is discharged and she leaves him for dead and goes to Hawaii where she learns to love Rodney Heathe, a sugar planter whom she had met on the steamship. Then Mertons shows up and forces his wife to go with him to his hut where he keeps her a prisoner. She overhears a plot to burn a sugar cane plantation and after making her escape, saves the plantation. The husband is burned to death and she left free to wed Heathe.

The story is filled with tropic atmosphere. Miss Bennett is said to have done the best work of her career in this picture. Jack Holt, a popular leading man, plays opposite to her, while Robert McKim, one of the best known screen "heavies," appears as Mertons, the crook husband. Maude George has the role of Aho, a picturesque Hawaiian girl and Charles K. French portrays the role of a sugar planter. The picture was produced under the supervision of Mr. Ince and it is said to be one of the most attractive issued from the Ince studios in many weeks.

John S. Stumar did the photography in "The Marriage Ring," which is said to be remarkably clear and many beautiful tropical scenes were employed for the Hawaiian atmosphere.



# Cast and Story of "The Marriage Ring"

For Use of Exhibitors in Their House Organs or For General Publicity

A Paramount Picture.

## "THE MARRIAGE RING", TENSE STORY OF LIFE AND LOVE IN SAN FRANCISCO AND HAWAII

New Ince--Paramount Photoplay Starring Enid Bennett Filled With Stirring Incidents.

### "THE MARRIAGE RING." THE CAST:

Anne Mertons ..... Enid Bennett  
Rodney Heathe, a Sugar Planter ..... Jack Holt  
Hugo Mertons, Anne's Husband ..... Robert McKim  
Aho, a Hawaiian Girl ..... Maude George  
Koske, a Hun Spy Agent ..... Charles K. French  
Mrs. Heathe, Rodney's Mother ..... Lydia Knott

### THE STORY

**D**ELICATELY reared, and a woman of refinement, Anne Mertons, wife of Hugo Mertons, a gambler and all-round crook, is tiring of her shameful existence, that of being a tool in the hands of her rascally husband who employs her to aid in fleecing his victims at cards or by any other means that may present themselves. Mertons has made up his mind to go to Honolulu in search of his fortune and to that end he invites a man from Hawaii to his apartment in San Francisco, his purpose being to have Anne fleece him of the funds necessary to defray the expenses of their voyage.

Recalling her past life, Anne is filled with remorse and she resolves to reform. When the visitor arrives, he finds Anne weeping and consoles her. The visitor and Mertons are soon engaged at a game of cards and presently Mertons is caught cheating clumsily. The visitor leaves the place angrily, tells his story to the apartment clerk and the Mertons are ordered to vacate immediately.

Mertons, who is now practically penniless, tells his wife that she will have to find some fool with money, even though she ply her traffic in the streets. She resents this and Mertons threatens her with a revolver. She seizes the weapon and in the struggle that ensues, it is discharged and Mertons falls apparently killed. As a band in a neighboring park plays a lively air, Anne gathers her money and valuables, then creeps out

of the house by a rear door and makes her escape unobserved. She hastens to the wharves and finding a steamship bound for Honolulu just casting off, she goes aboard.

Among the passengers Anne meets Rodney Heathe, a wealthy sugar planter, who is returning to Honolulu with his mother. Heathe falls in love with her, and presently Anne realizes that she has found her first great love. She accepts Mrs. Heathe's invitation to live with her on the Heathe plantation and for a prolonged period she is happy, though now and again her thoughts revert to the shooting of her husband. Her belief that Mertons is dead is erroneous for he had been only slightly wounded and failing to locate his wife, had made his way to Honolulu and, one day, he is amazed to discover her driving with Heathe.

Mertons is the tool of Koske, a German spy who has been commissioned by Berlin to burn the cane fields of Hawaii. He hopes to accomplish this with the aid of Mertons and Aho, a Hawaiian girl who loves Mertons. On the night when the cane fields are to be fired, Mertons seeks Anne at the Heathe plantation and before she recovers from her terror at the sight of him, he brutally orders her to accompany him. She writes a note to Heathe bidding him farewell. Resigned to her evil fate, she accompanies him to Aho's hut, thereby rousing the latter's fierce jealousy. Koske reaches the hut and Anne overhears him tell Mertons that all is in readiness to fire the cane fields and thus deal a fatal Hun blow against the United States.

As Mertons and Koske start away on their mission, their intention being to fire the Heathe plantation first, Anne literally burrows her way through the thatched hut and summoning the natives, she leaps on a horse and rides for the Heathe plantation. A flare on the horizon tells her that the fire already has been started and with the aid of the natives, she puts out the flames that threaten the Heathe fields with destruction. Meanwhile, Heathe responds to the alarm and finds Anne half suffocated. He is caring for her when Mertons, half blinded and burned when a shift of the wind turns the flames upon him, bursts upon them in an out-house where they have found refuge. Mertons staggers with an oath toward Anne and falls dead as Heathe takes Anne into his arms.



# PRESS REVIEWS

To be Sent to the Newspapers Immediately After the First Display of "The Marriage Ring"  
A Paramount Picture.

## TROPICAL HAWAII IS SCENE OF ENID BENNETT'S SUPERB PICTURE "THE MARRIAGE RING"

Beautiful Star and Photoplay Score Big Success  
and Both Are Praised by Discriminating  
and Delighted Audience.

FROM San Francisco to the tropical charm of Hawaii ranges the story of "The Marriage Ring," in which Enid Bennett was seen with great success at the ..... Theatre yesterday. This is Miss Bennett's latest Paramount picture, produced by Thomas H. Ince, and directed by her husband, Fred Niblo.

There is much to be said in favor of the story because it is at least different in many respects from the average photoplay and furthermore it is so well acted and staged that it leaves a lasting impression of realism and naturalness in the minds of the spectators.

Miss Bennett is bewitchingly beautiful and rises to considerable emotional heights in the story. She is ably seconded by Jack Holt in the lead and by Robert McKim, the chief villain, and in this instance, he is a very vindictive and hateful one. Maude George has an excellent bit as Aho, the Hawaiian girl, while an intriguing German agent is played by Charles K. French. Lydia Knott plays an elderly role and there is much local "color", ukelele playing Hawaiians and some exquisite scenery, carefully "shot" by John S. Stumar.

The direction proves that the erstwhile Broadway star of the stage, Fred Niblo, has quickly grasped the essentials of the screen and there is nothing about "The Marriage Ring" to disclose that this is his first effort as a film director.

The story deals with the girl wife of a brute who dominates her. They struggle over a revolver which is discharged and she leaves him for dead and goes to Honolulu where she learns to love a real man. Then the husband shows up, steals her and imprisons her in a hut. He is working with a German agent to burn a sugar plantation and the girl escapes in time to save it. The husband is burned to death in his own fire and she left free to wed the man of her choice.

## "THE MARRIAGE RING" MOST DELIGHTFUL VEHICLE FOR BEAUTIFUL ENID BENNETT

Charming Ince-Paramount Star Has Excellent Role in New Photoplay Which Wins Emphatic Commendation.

THE admirers of sweet Enid Bennett turned out in force when that popular and talented Ince-Paramount star appeared at the ..... theatre in her newest photoplay, "The Marriage Ring", yesterday. The success of the picture was instantly established and it is safe to say that Miss Bennett's portrayal in this production is one of the best of her screen career.

The personality of Miss Bennett served to emphasize the artistry of her impersonation of the role of Anne Mertons, the girl wife of a scoundrelly gambler and all-round crook who employs her as a tool in fleecing wealthy men whom he entices into his net. When conscience awakes she resolves to quit her environment and this results in a quarrel with her husband. He threatens to kill her and in a struggle over a revolver the weapon is discharged and the man falls apparently dead.

Anne goes to Hawaii where she learns to love Rodney Heath, a sugar planter whom she had met on board a steamship. Her rascally husband turns up in Hawaii where he is conspiring with a German agent to burn up sugar cane plantations. He kidnaps his wife and imprisons her in a hut where she learns of the plot and frustrates it. Mertons is fatally burned and dies at his wife's feet leaving her free to marry the man she loves.

There is much to admire in the development of this theme, and many of the scenes are of tremendous dramatic power. Miss Bennett's portrayal is remarkably effective and her support is excellent. Jack Holt as Heath, the sugar planter, was clever, while Robert McKim, as the gambler, well earned the execrations his artistry evoked. Charles K. French presented a German spy most effectively, and the characterizations of Maude George and Lydia Knott were praiseworthy. The picture was well directed and the photography of the best.



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air machine equipped with a Liberty motor had been shipped to France for the American Army.

A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

TH  
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# Friday, Saturday and Sunday

THOS. H. INCE

Presents

## Enid Bennett

IN

### "THE MARRIAGE RING"

By John Lynch

Directed by Fred Niblo  
Photographed by John S. Stumar  
Supervised by Thos. H. Ince

A Paramount Picture

— O —

*Insert here ad-cut, now ready in electro or mat form at your Exchange*

ANNE MERTONS believed that her marriage ring held significance only within certain limits. Her husband contended that it was binding no matter what he did. What's your opinion?

# PARAMOUNT

## THEATRE

Orchestra

Soloists

FRUITS OF CONQUEST  
HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making  
an' Appeal to Italy.

# Thurs. to Sun.

THOS. H. INCE

PRESENTS

## Enid Bennett

IN

### "THE MARRIAGE RING"

By John Lynch

Directed by Fred Niblo  
Photographed by John S. Stumar  
Supervised by Thomas H. Ince

A Paramount Picture

*Insert here ad-cut, now ready in electro or mat form at your Exchange*

ANNE MERTONS refined nature revolted at her husband's brutality and crookedness. Then the question arose, "Does a marriage ring really count for anything between incompatible souls?" You help to decide!

# Paramount

## Theatre

PROOFS,  
mats and  
electros of ad-  
cuts not illustrat-  
ed in this book  
are ready for  
you at your  
Exchange.

ARMY DESERTER TELLS  
OF WORKING AS SPY



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the Nebraskan said that just one  
air machine equipped with a Liberty mo-  
tor had been shipped to France for the  
American Army.

Police investigation up to late last  
night had failed to disclose the identity  
of the "Lennie" mentioned in the letter left by McCanna.

found to be marked and slightly bent.  
A detailed examination of the marks on  
the hull shows they were not made by  
the vessel striking a submarine.

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# Thursday, Friday, Saturday and Sunday

THOS. H. INCE

PRESENTS

# ENID BENNETT

IN

# "THE MARRIAGE RING"

By JOHN LYNCH

Directed by Fred Niblo      Photographed by John S. Stumar

Supervised by Thomas H. Ince

A Paramount Picture

— o —

Insert here ad-cut, now  
ready in electro or mat  
form at your Exchange

## Does a Marriage Ring Really Mean Anything?

IT counts for you and for me and other "regular folks", but how about the man and woman who are as far apart as the poles in temperament? One of them, say, is almost a Puritan, the other a denizen on the fringe of the underworld—how about them? Does the ring bind in their case?

# PARAMOUNT

## THEATRE

Paramount-Mack  
Sennett Comedy

Paramount-Bray  
Pictograph

FRUITS OF CONQUEST  
HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making  
an Appeal to Italy.

ARMY DESERTER TELLS  
OF WORKING AS SPY



# ADVANCE PRESS STORIES

To be Sent to the Newspapers Prior to and During the Display of "The Marriage Ring,"  
A Paramount Picture.

## ENID BENNETT HAS DRAMATIC ROLE IN "THE MARRIAGE RING"

Dainty Paramount Star Appears as Gambler's Wife in Fine Photoplay.

ENID BENNETT, the beautiful Thomas H. Ince-Paramount star, who scored so pronounced a success in her recent photoplays, "The Vamp" and "Coals of Fire," has an exceptionally dramatic role in her latest picture, "The Marriage Ring", which will be shown at the..... theatre next ..... The scenes of the story are laid in San Francisco and Hawaii, and the picture was directed by Fred Niblo, husband of Miss Bennett, with splendid artistic results.

Miss Bennett appears as Anne Mertons, the wife of a gambler who uses her as his unwilling tool to fleece men of wealth at cards. When she resolves to quit her enforced vocation, her husband threatens to kill her and in a desperate struggle for the possession of a revolver, the gambler is shot. Believing she has killed her husband, Anne escapes to Hawaii and on the steamship meets Rodney Heath, a sugar planter, who falls in love with her.

Mertons meanwhile recovers from his wound and associates himself with Koske, a German emissary who is charged by the Hun government to destroy the sugar cane crops in Hawaii by fire. Mertons meets his wife by accident and makes her his prisoner. She later is instrumental in foiling Koske's Hunnish plot and her husband is fatally burned, thus permitting her to wed Heath. The development of the story is exceptionally dramatic, and its heart appeal is said to be unusually strong. Miss Bennett is supported by Jack Holt, a fine leading man, Robert McKim, a talented and popular player, and other well known screen actors.

## ENID BENNETT'S NEW FILM TENSE DRAMA OF LIFE AND LOVE

Thomas H. Ince-Paramount Star You Will When You See Enid in Beautiful Photoplay "The Marriage Ring."

WITH its scenes laid partly in San Francisco and in Hawaii, Enid Bennett's new Ince-Paramount photoplay, "The Marriage Ring", which will be displayed at the..... Theatre next ..... is a tense and moving drama of life and love. The picture was written by John Lynch and directed by Fred Niblo, husband of Miss Bennett.

The story opens wth Anne Mertons, the role played by Miss Bennett, who is unhappily married to a brute who seeks to gain his own ends by any means at his command. In a struggle over a revolver the weapon is discharged and she leaves him for dead and goes to Hawaii where she learns to love Rodney Heath, a sugar planter whom she had met on the steamship. Then Mertons shows up and forces his wife to go with him to his hut where he keeps her a prisoner. She overhears a plot to burn a sugar cane plantation and after making her escape, saves the plantation. The husband is burned to death and she left free to wed Heath.

The story is filled with tropic atmosphere. Miss Bennett is said to have done the best work of her career in this picture. Jack Holt, a popular leading man, plays opposite to her, while Robert McKim, one of the best known screen "heavies" appears as Mertons, the crook husband. Maude George has the role of Aho, a picturesue Hawaiian girl and Charles K. French portrays the role of a sugar planter. The picture was produced under the supervision of Mr. Ince and it is said to be one of the most attractive issued from the Ince studios in many weeks.

## HAVE YOU FELT SPELL OF SOFT TROPIC NIGHTS?

Thomas H. Ince-Paramount Star You Will When You See Enid in New Film "The Marriage Ring."

HAVE you ever been to Hawaii and felt the exotic spell of the tropic days and nights, the langorous beauty of the heavy perfumes, the dulcet sweetness of the native music of ukelele and guitar? Have you seen the warm skinned maidens dance the Hula or drink the insidious potions brewed by the native islanders; have you eaten poi with your fingers, watched the end of the world in miniature in the volcano of Kileaua?

If you have done or seen any of these things, you will undoubtedly appreciate even more fully the charm of "The Marriage Ring," in which Enid Bennett, the Thomas H. Ince star in Paramount pictures will be seen at the ..... Theatre on ..... This is a story laid principally in the Island possession and Jack Holt is leading man. Fred Niblo, husband of the star, directed the production. The supporting cast includes, besides Mr. Holt, Robert McKim, Charles K. French, Maude George and Lydia Knott.

## Maude George Artistic

MAUDE GEORGE did a bit of wonderful acting in "Blue Blazes Rawden" with William S. Hart as those who saw the Arcraft picture will recall. Now she has the role of a native Hawaiian girl in "The Marriage Ring," Enid Bennett's newest Paramount offering from the Thomas H. Ince plant, which will be shown at the..... Theatre next ..... Miss George has a strange exotic beauty, and is wonderfully adapted to such parts as that of Aho in this picture.



**ENID BENNETT CAME,  
SAW AND CONQUERED**

Dainty Ince-Paramount Star in "The Marriage Ring" Has Unique Record.

**E**NID BENNETT, the dainty Thomas H. Ince star in Paramount pictures, is a young actress with a record that is unique, almost, even in the screen annals. She climbed to stardom with the facility of a sailor going up the ratlines in a storm. She came, saw and conquered. Everybody loved Enid from the start, because she has such a wistful smile, such big pleading eyes and pretty teeth. And she can act. That was what helped. So she became a star and she's getting brighter all the time. Now she is to be seen here in her latest photoplay, which, they say, is a really splendid emotional drama, the story of which is laid in Hawaii. Fred Niblo directed the picture and Jack Holt is the leading man. Robert McKim, Charles K. French and Maude George also are in the cast. "The Marriage Ring" will be shown at the ..... theatre on .....

**Fred Niblo a Director**

**F**RED NIBLO has blossomed forth as a director. First, after wedding Enid Bennett, the Thomas H. Ince star in Paramount pictures, he supported her as leading man in "Coals of Fire." He directed her in "The Marriage Ring," which is on view at the ..... theatre this week, and has proved himself as qualified for the one phase of the work as the other. But he was inspired from the start, married the inspiration, and so has achieved the unexampled. "The Marriage Ring" is a wonderfully good picture and Miss Bennett has a magnificent role, full of emotional qualities. Jack Holt is the leading man.

**INCE'S PICTURES  
ARE DISTINCTIVE**

Individual Quality Shown in "The Marriage Ring" Enid Bennett's New Photoplay.

**W**HAT is the peculiar quality of a Thomas H. Ince picture? This question is pertinent because "The Marriage Ring," a Paramount film produced by Mr. Ince, will be seen at the ..... Theatre next ....., with Enid Bennett as the star. The story deals with an adventure which begins in San Francisco and ends in Hawaii.

One thing is certain, an Ince picture is always wonderfully staged, lighted and photographed. There is never a hazy scene, never a flicker. And the acting is invariably well done. But there is something more: the undeniable imprint of individuality. This is the Ince stamp.

There may be—and undoubtedly are—other pictures just as good. They have their own peculiar charm. But there is the individual quality in an Ince production that marks it as different from all others. It is so in the case of "A Marriage Ring."

**In Ukelele Land**

**U**KELELE LAND—the Hawaiian country—is the locale of "The Marriage Ring," Enid Bennett's newest Paramount picture, produced by Thomas H. Ince, which will be shown at the ..... theatre next ..... The dulcet strains of the tiny guitar seem to permeate the drama, which rises to great heights and closes with a startling climax. The story starts in San Francisco, the Golden Gate city, and then goes to the "Sandwich" Islands, where the drama culminates. Jack Holt is leading man and Fred Niblo directed the picture.

**JACK HOLT MOST  
VERSATILE ACTOR**

Famous Player Has Leading Role With Enid Bennett in "The Marriage Ring."

**J**ACK HOLT is an actor with a distinct personality. He has that charm of manner which goes with the heroic type or he can be as mean as Simon Legree without, apparently, suffering the slightest inconvenience by the transition. In "The Marriage Ring," wherein he supports Enid Bennett the Thomas H. Ince star, in Paramount pictures, and which will be displayed at the ..... theatre next ....., he is the hero, while Robert McKim, the most hated screen villain on record, does the heavy role.

Mr. Holt has punched cattle, driven dog teams in Alaska, roughed it in the wilds, and yet he can assume with his "soup and fish" clothes the manners of a multi-millionaire. Or, he can put on cheap attire and make you despise the very ground he walks on. And as the smooth, polished scoundrel—well, he is so convincing you want to shoot holes in the screen. Versatility is Jack Holt's middle name.

**McKim "Bad" Actor**

**R**OBERT MCKIM is a "bad" one. That is, he is invariably so on the screen, and he invariably comes to a bad end. He gets licked more times than a disobedient dog and is chucked into watering troughs, kicked over cliffs, shot, stabbed, beaten and generally mistreated. And in real life—he's the nicest chap you'd want to meet. He appears at the ..... theatre this week in "The Marriage Ring," Enid Bennett's newest Ince-Paramount picture.



# EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF  
"THE MARRIAGE RING"

A Paramount Picture

OBTAIENABLE  
AT YOUR EXCHANGE

## Paper

Two one-sheets  
Two three-sheets  
One six-sheets

## Photos

8 8x10 black and white  
8 11x14 sepia  
1 22x28 sepia  
8x10 photos of star

## Cuts and Mats on Production

Five one-column  
Three two-column  
Two three-column

## Stock Cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

## Series of Advertising layouts:

Mats

## Slides

Music Cues



FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY  
FAMOUS PLAYERS—LASKY CORPORATION  
487 FIFTH AVENUE, NEW YORK

# MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Marriage Ring"

Paramount  Theatre

200 MAINE AVE.  
EDGEWOOD ILL.  
TEL. EDGEWOOD 5291

Dear Madam:--

There are few motion picture actresses in this country who are more popular than Enid Bennett, the talented Thomas H. Ince star in Paramount pictures, and none holds a higher place in public estimation. She is an actress of supreme excellence and her superb artistry is evidenced in every scene of "The Marriage Ring" in which she will be seen at our theatre next .....

Miss Bennett is seen in this charming photoplay as the wife of a crook who rebels against her environment and flees to Hawaii where she finds love and happiness in a series of unusual situations as dramatic as they are heart appealing.

Miss Bennett is admirably supported by Jack Holt, Robert Nckim, Charles K. French and others. The picture was directed by Fred Niblo, while the story was written by John Lynch. We respectfully recommend the photoplay to your careful consideration.

Yours sincerely,

---

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

# MAIL CAMPAIGN

## Post Cards Suggested for the Exploitation of "The Marriage Ring"

ADVANCE  
POST  
CARD  
NO. 1  
TO BE SENT  
9 DAYS BEFORE  
SHOWING

DATE \_\_\_\_\_

DEAR MADAM:

We are delighted to announce that beautiful Enid Bennett, the popular Thomas H. Ince-Paramount star, will appear in her newest photoplay, "The Marriage Ring," at our theatre next ..... This is a splendid picture and we recommend it to your favorable attention.

Yours sincerely,

Manager \_\_\_\_\_

ADVANCE  
POST  
CARD  
NO. 2  
TO BE SENT  
3 DAYS BEFORE  
SHOWING

DATE \_\_\_\_\_

DEAR MADAM:

We are sure our patrons will be interested in the announcement that Enid Bennett, the popular Thomas H. Ince star in Paramount pictures, will be seen at our theatre in her latest photoplay, "The Marriage Ring," next ..... You should not fail to see this charming photoplay.

Yours sincerely,

Manager \_\_\_\_\_

ADVANCE  
POST  
CARD  
NO. 3  
TO BE SENT TO  
ARRIVE ON DATE  
OF SHOWING

DATE \_\_\_\_\_

DEAR MADAM:

This is to remind you that "The Marriage Ring," a charming new Paramount picture starring Enid Bennett will be displayed at our theatre today (.....). This is a delightful photoplay and, we believe, will interest you greatly.

Yours sincerely,

, Manager \_\_\_\_\_

Exhibitors will be wise to mail at least one of these Postals to their patron



# We Have Paper On This Production Consisting Of

TWO ONE SHEETS

TWO THREE SHEETS

ONE SIX SHEET

# We Have Advertising Cuts and Mats On This Production Consisting Of

One—One Column Mat and Cut

One—Two Column Mat and Cut

One—Three Column Mat and Cut

NOTE — — — Issued in Sets

# Current Paramount and Artcraft Pictures in the Order of Their Release



PAULINE FREDERICK .....	"RESURRECTION"
ENID BENNETT.....	"THE BIGGEST SHOW ON EARTH"
SESSUE HAYAKAWA.....	"THE WHITE MAN'S LAW"
JACK PICKFORD .....	"MILE-A-MINUTE KENDALL"
DOROTHY DALTON.....	"THE MATING OF MARCELLA"
MARGUERITE CLARK .....	"PRUNELLA"
CHARLES RAY .....	"HIS OWN HOME TOWN"
WALLACE REID .....	"BELIEVE ME, XANTIPPE"
BLACKTON'S .....	"MISSING"
LINA CAVALIERI .....	"LOVE'S CONQUEST"
VIVIAN MARTIN .....	"VIVETTE"
PAULINE FREDERICK .....	"HER FINAL RECKONING"
SESSUE HAYAKAWA .....	"THE BRAVEST WAY"
WALLACE REID .....	"THE FIREFLY OF FRANCE"
ENID BENNETT .....	"A DESERT WOOING"



MARY PICKFORD .....	"M'LISS"
WM. S. HART .....	"SELFISH YATES"
DOUGLAS FAIRBANKS .....	"MR. FIX-IT"
CECIL B. DE MILLE'S .....	"OLD WIVES FOR NEW"
ELSIE FERGUSON .....	"A DOLL'S HOUSE"
DOUGLAS FAIRBANKS .....	"SAY, YOUNG FELLOW"
GEORGE M. COHAN .....	"HIT THE TRAIL, HOLLIDAY"

# FAMOUS PLAYERS-LASKY CORPORATION

INTER-OFFICE COMMUNICATION

To

Date \_\_\_\_\_



# Press Book and Exhibitors' Aids



# J. Stuart Blackton

The Master of Screencraft presents

## "The Judgment House"

From the novel by

Sir Gilbert Parker

Picturized and personally directed by J. Stuart Blackton

### THE PLAYERS

RUDYARD BYNG . . . . .	WILFRED LUCAS
IAN STAFFORD . . . . .	CONWAY TEARLE
ADRIAN FELLOWES . . . . .	PAUL DOUCET
KROOL . . . . .	CRAZY THUNDER
JASMINE GRENFEL . . . . .	VIOLET HEMING
AL'MAH . . . . .	FLORENCE DESHON
LOU . . . . .	LUCIEL HAMILL

Picturized and personally directed by  
J. STUART BLACKBURN

Music Cues for this production can be obtained at your Exchange



**JUST WHAT YOU WANT TO KNOW ABOUT "THE JUDGMENT HOUSE"**

This is the first production J. Stuart Blackton has made since his association with Paramount. It is marked by the same infinite attention to detail, and the same grandeur of production as "The Battle Cry of Peace" and his other productions.

"THE JUDGMENT HOUSE" WAS WRITTEN BY SIR GILBERT PARKER, THE NOTED ENGLISH NOVELIST, WHO IS A PERSONAL FRIEND OF COMMODORE BLACKTON'S AND WHO CAME FROM ENGLAND TO BE PRESENT AT THE FILMING OF HIS BOOK.

Sir Gilbert Parker stands as far at the head of the world of literature as J. Stuart Blackton is at the head of the cinema world. He has written some of the greatest and most widely read novels of the English language, including "The Judgment House," "The World For Sale," "Wild Youth" and others.

THIS COMBINATION CANNOT BE BEATEN. In addition there has been furnished a cast that is practically all-star, including Conway Tearle, who will be Ethel Barrymore's leading man in repertoire this winter; Violet Heming, the beautiful and famous English actress who is eminently fitted for the part of Jasmine, the heroine; Wilfred Lucas, Florence Deshon, and Paul Doucet, not to mention Crazy Thunder, the real, heap-big Indian actor who plays the part of Krool, the South African servant.

THE SCENARIO WAS WRITTEN BY J. STUART BLACKTON HIMSELF, AND HE PERSONALLY DIRECTED THE ENTIRE PRODUCTION.

With Sir Gilbert Parker at his elbow, the play was discussed and built up step by step into a throbbing, vital piece of work that stands out from the screen and whose characters are so real one finds one's self expecting them to step out of the canvas.

The story is not a story of the present war, but will draw many parallels between conditions now and then. The condition of England at the outbreak of the Boer war, with which the story largely deals, was to a certain degree, similar to that of this country at the present time. Scenes in South Africa, at the Kimberley diamond mines and in the desert, have been drawn with master strokes by Commodore Blackton, while the characters in the story have been given living, breathing parts that seem to make them our friends—people we have known and liked.

## ACCESSORIES

(To be obtained from your Exchange)

Paper

Two one-sheets  
Two three-sheets  
Two six-sheets

## Photos

Ten 8 x 10 black and white  
Eight 11 x 14 colored gelatine  
Two 22 x 28 colored gelatine  
8 x 10 photos of star

## Cuts and Mats on Production

Five one-column  
Three two-column  
Two three-column

## **Rotogravure**

## Series of Advertising Layouts Mats

Press Book, with sales talk, card  
and letter announcements,  
suggestions for lobby and  
other displays

## Slides

## **Music Cues (See Paramount Progress)**

Our Paramount Exhibitors' Service Department was organized for you. It's *your* problems they want to solve. They've helped many a man over a hard place in the road.

LET THEM HELP YOU

If you don't need help—if everything's fine, send us the idea that helped you—and we'll pass it along to the next fellow!

## THE PLAYERS

Rudyard Byng . . . Wilfred Lucas  
Ian Stafford . . . Conway Tearle  
Adrian Fellows . . . Paul Doucet  
Krool . . . . . Crazy Thunder  
Jasmine Grenfel . . . Violet Heming  
Al'mah . . . . . Florence Deshomer  
Lou . . . . . Luciel Hamill  
Picturized and personally directed by L. Stuart Blackton

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## **ADVANCE POST CARDS ON "THE JUDGMENT HOUSE"**

1st advance post card—to be sent out 9 days in advance of showing in theatre:

Dear Madam:—

You will undoubtedly be pleased to have your attention called as a matter of Service to the coming production—"THE JUDGMENT HOUSE"—because nothing of greater importance has been filmed since the beginning of screendom. The above picture will be shown ..... in .....

Manager.

2d advance post card to be sent out 6 days in advance of the showing:

Dear Madam:—

Concerning "THE JUDGMENT HOUSE" please let me say to you that Sir Gilbert Parker, the author of this noted story, came all the way from London to be present with Commodore J. Stuart Blackton for the filming of this picture. You are sure to be interested in this picture. It will come to the ..... Theatre .....

Manager.

**SEND THIS LETTER TO YOUR PATRONS 3 DAYS IN ADVANCE OF THE SHOWING OF "THE JUDGMENT HOUSE" IN YOUR THEATRE. YOU WILL BE SURPRISED TO FIND HOW MUCH SUCH LETTERS AS THESE BUILD UP YOUR BUSINESS**

Dear Madam:—

The Service Department of this Theatre wishes me, as a matter of Service to you, to call your attention to "THE JUDGMENT HOUSE" by Sir Gilbert Parker, which will come to the ..... theatre for a ..... day run on .....

You may have gotten our literature on the photoplay, but there is an additional item that we wish to present to you: namely, that the cast is one of unusual excellence. Conway Tearle, who will be Ethel Barrymore's leading man in repertoire this winter, is Ian Stafford—one of the suitors for the hand of beautiful Jasmine Grenfel, a part which Miss Violet Heming plays to perfection.

In fact, the cast may legitimately be called "All-Star"—and the production itself may be styled "par excellence."

Sometimes when we have important productions coming to the .....—productions like this one—we feel that you will consider that we are watching out for your interests in notifying you, so that you can plan ahead and make your appointments in order that you may surely not lose the opportunity of seeing such an epoch in motion pictures as is offered you in this picture.

We bespeak your kindly consideration, and meanwhile we thank you for your patronage in the past.

Yours for Service,

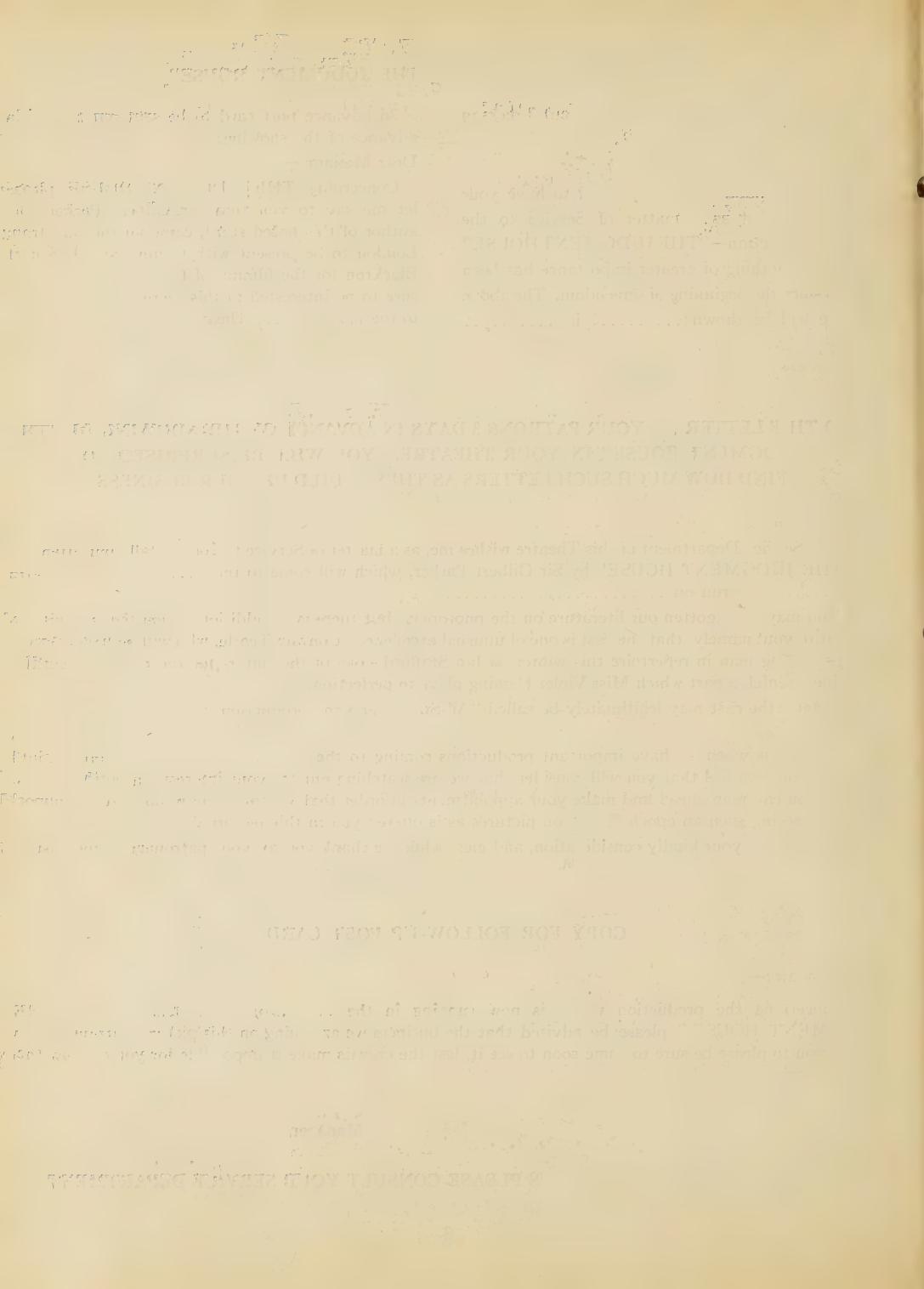
## **COPY FOR FOLLOW-UP POST CARD**

Dear Madam:—

Concerning the production which is now running in the ..... theatre, "THE JUDGMENT HOUSE," please be advised that the business we are doing on this picture warrants me in asking you to please be sure to come soon to see it, lest the crowds make it impossible for you to view this really superior production.

Manager.

**FOR ADDITIONAL SUGGESTIONS PLEASE CONSULT YOUR SERVICE DEPARTMENT**



## **Advertising Aids From The Exhibitors' Service Department**

### **LOBBY DISPLAY:**

An unusual lobby display for your theatre would be a series of bookcases filled with Sir Gilbert Parker's wonderful and popular books. Your dealer in bookcases might be glad to supply these cases in return for an advertisement, saying that they were supplied by so-and-so. You might arouse considerable interest among the readers and the non-readers of your community by offering a small prize for the person who could give you the most complete list of the books of Sir Gilbert Parker.

The story itself is laid in the South African diamond mines. If you care to make all or a portion of your lobby resemble the entrance to a diamond mine it would add to the novelty of the display on this picture. Proper displays of diamond exhibits would also help considerably in attracting attention.

### **WINDOW DISPLAY:**

Having gained the co-operation of the furniture stores, the diamond merchant and the book stores to properly advertise "THE JUDGMENT HOUSE," Sir Gilbert Parker's books, the cases and the diamonds themselves with suitable window cards to call attention to the showing of this remarkable production in your theatre, then take a photograph of the best window exhibit by any merchant in your town and have same reproduced for the front page of your house organ; your car cards; your current newspaper display; and, if possible, make a special folder on this particular picture in addition to your house organ.

I am going to digress long enough to tell you the story of a Greek exhibitor I met in one of my recent trips to Canada. This man was running a Fairbanks picture—I was anxious to see how he would handle it—I traveled three-quarters of an hour in a trolley car to the East Side of Montreal in order to reach his house. On arrival I found stacks of folders he had especially prepared on this particular Fairbanks picture. The man had spent \$20.00 to advertise this picture, in addition to all the rest of his advertising, by getting up these attractive folders. This \$20.00, together with his other activities, represented practically all of his profit on this particular picture. I asked him why he went to this expense and he replied:

"I intend to put this production over. It is my first Fairbanks picture. I know it is a good one; therefore I want to pack the house at every performance. After I popularize Fairbanks in this neighborhood, I know he will attract the people himself, but meanwhile, I am going to see that the people in all the district round about know about Fairbanks."

The man's progressiveness impressed me. You may be spending \$20.00 on a current production, or you may be spending several times this amount or you may not have planned to spend anything. I am convinced, however, that proper activity in the way of advertising "THE JUDGMENT HOUSE" will pay you handsomely in the end.

Commodore Blackton's productions are sure to be a ten strike; they are filmed from the best books we can buy; with all star casts. The material you have at hand with which to advertise these productions is surpassing and there is no reason why you should not have record audiences as a result.

**ANY SPECIAL SUGGESTIONS FOR ADVERTISING OR FORM LETTERS WILL BE GLADLY FURNISHED YOU INDIVIDUALLY BY YOUR EXHIBITORS' SERVICE DEPARTMENT.**



## J. STUART BLACKTON

The big men in moving pictures were not in the business when film industry was in its veriest infancy twenty years ago. Most of the men at the top of the ladder today in motion pictures were doing something quite different when the cimematograph first came into being.

J. Stuart Blackton is an exception to the rule. He began to be a power in moving pictures two decades ago when all there was to a film was a flicker of animated motion on a white sheet in an abandoned grocery store. From that day to this he has been a person to reckon with when moving pictures are in question.

As organizer and president of one of the first picture companies in existence, he managed the affairs of the concern so well that he boosted the whole art right up on its feet and sent it along the path to the high point where it stands today.

J. Stuart Blackton is still a comparatively young man, a yachting enthusiast, a painter, an author, a producer and a patriot. One of the first to recognize the need of preparedness in this country, his "Battle Cry of Peace" marks one of the epochs in the preparedness propaganda of this country. He is a producer of big spectacular themes and there in every detail the artistry of the man is shown.

"I have devoted twenty years of my life to the art of motion pictures," he said recently, "and I am beginning to learn how little anyone knows of its marvelous possibilities. Great works of art cannot be accomplished in a hurry. I am going to apply experience of long years of work to the making of perhaps four artistic productions a year, with every production built upon the film foundation of a literary masterpiece."

Mr. Blackton's first production for Paramount is no other than Sir Gilbert Parker's well-known novel, "The Judgment House." Sir Gilbert Parker is a personal friend of Mr. Blackton's and has given him the motion picture rights to all of his productions, including "Wild Youth," "The World for Sale," and "Judgment House," which is to be shown on ..... at the ..... Theatre.

**Use this story with one of the star cuts and mats**



STOCK STAR CUTS AND MATS

J. Stuart Blackton   Violet Heming   Conway Tearle



**Illustration is a reduction of sizes listed below**

**ISSUED IN SETS OF TEN, CONSISTING OF**

Top Row—Two Three-column Cuts and Mats  
 Centre Row—Three Two-column Cuts and Mats  
 Bottom Row—Five One-column Cuts and Mats

Always Obtainable at Your Exchange



# Ad Cuts and Mats to Increase Your Business

All of these cuts were chosen for their selling power from a large lot of stills.

The one and two column cuts are appealing, economical trade-getters; the three column cuts dominate by sheer force of size and attractiveness.

We have had the halftones engraved so that they will print well on newspaper under good conditions, but unless your printer uses good ink and paper and is exceptionally conscientious in his work, hesitate before you use them.

A line cut will print well under almost any conditions.

One inch won't make you very tall,  
You've got to keep on growing;  
One little ad won't do it all,  
You've got to keep them going.

## J. Stuart Blackton

The Master of ScreenCraft presents  
**"The Judgment House"**

From the Novel by Sir Gilbert Parker  
Picturized and personally directed by  
J. Stuart Blackton



From the famous novel of the same name by Sir Gilbert Parker. A great spectacular picture of a woman's part in the fate of nations.

Don't Miss It

Other Attractions,  
Musical Programme,  
Next Feature, Prices, Etc.



Your Theatre

"The Home of Paramount Pictures"

Advertising with a "punch" is the modern "mailed" fist — and the only one that creates friends instead of enemies.

# J. STUART BLACKTON

The Master of ScreenCraft Presents

## "THE JUDGMENT HOUSE"

From the Novel by SIR GILBERT PARKER  
Picturized and personally Directed by J. Stuart Blackton



## A Paramount Picture

### Do You Like a Big Powerful Man?

Then you'll like Rudyard Byng, Sir Gilbert Parker's man of power, money, brawn, and brain; the central figure in a tensely dramatic love theme that sways the fate of a great nation. All Week at This Theatre.

Other Attractions, Musical Programme, Next Feature, Prices, Etc.

Name of Your Theatre

"The Home of Paramount Pictures"



# J. STUART BLACKTON

"The Master of ScreenCraft Presents  
**THE JUDGMENT HOUSE**"

From the Novel by Sir Gilbert Parker  
Picturized and personally directed by,  
J. Stuart Blackton



## A Paramount Picture

### What Would You Do?

If the woman you choose for life's partner was assailed on every hand, villified and condemned—would you stand by her or—? See Sir Gilbert Parker's great spectacular story of the woman's love that swayed the fate of a nation.

ALL WEEK AT THIS THEATRE ?

*Other Attractions, Musical Programme, Next Feature, Prices, Etc.*

Name of Your Theatre      "The Home of  
Paramount Pictures"

*Triple-Column Line Cut*

Keep at it; alliterations attract attention; attention actuates action; actions are auspicious.

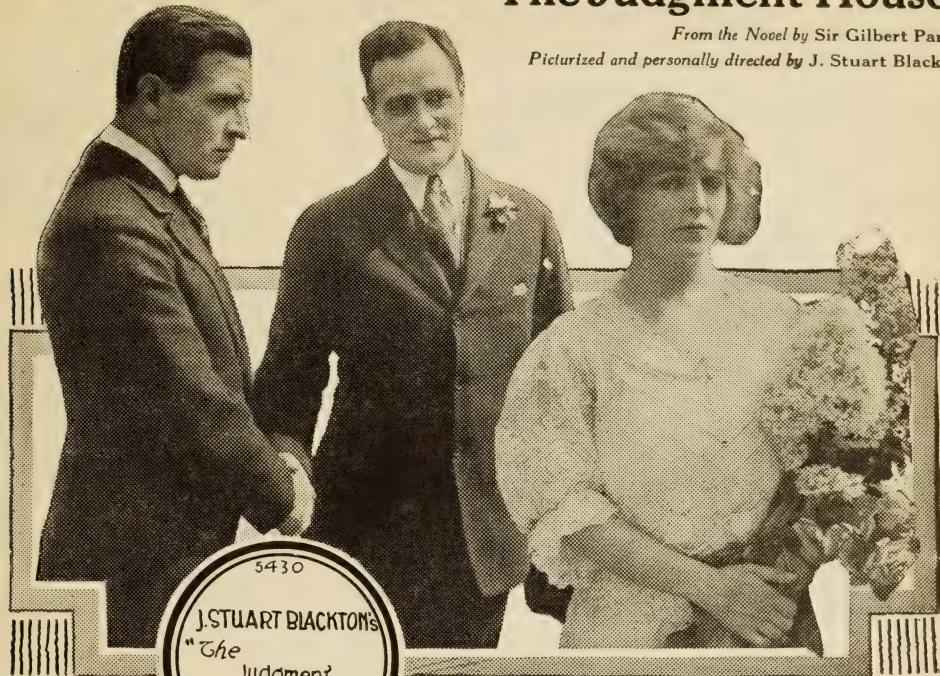


# J. Stuart Blackton

The Master of Screeencraft presents "The Judgment House"

From the Novel by Sir Gilbert Parker

Picturized and personally directed by J. Stuart Blackton



Meet Rudyard Byng

## A Woman's Part in the Fate of Nations

Rudyard Byng

Sir Gilbert Parker's man of brawn, brain and wealth is a character you can't afford to miss.

Cultured, yet of elemental passions; a millionaire, yet of the masses, he dominates this great story of love's part in the fate of nations.

Don't Miss This Picture

Other Attractions, Musical Programme, Next Feature, Prices, etc.

Name of Your Theatre

"The Home of  
Paramount Pictures"

Speech, silver; silence gold; good advertising is the medium that brings both

# I strengthed it "strongly" like

readable facilities are available  
and different applications have been made



the "diff" function in Python's Numpy library

for me

scripted and will do well

good

## Music Cues!

Ask Your Exchange  
For Them



A Paramount Picture



All the human emotions in paradise. Love, fickleness, pride, bravery, honor, sacrifice and elemental passions. Thrills galore; suspense entralling.

Although this story of a woman's part in the fate of a great nation was written years before the great world war it sounds with a clarity that is astounding the warning of what is to come.

Other Attractions,  
Musical Programme,  
Prices, etc.

Your Theatre

# J. Stuart Blackton

The Master of ScreeenCraft presents *From the Novel*  
**"The Judgment House"** *by* Sir Gilbert Parker  
Picturized and personally directed by J. Stuart Blackton



J. STUART BLACKTON'S  
"The Judgment House"

A Paramount Picture

5433

## A Great Love Story

Diplomatic intrigue, romance, and spectacular battle scenes vie with each other in Sir Gilbert Parker's great story of the South African diamond fields. A story with a love element so tensely dramatic that it threatens to shatter the British Empire.

A Picture You Can't Afford to Miss

Other Attractions, Musical Programme,  
Next Feature, Prices, etc.

Name of Your Theatre

"The Home of Paramount Pictures"



The fellow who advertises is up to snuff—he is never sneezed at



Cover your town with this paper and you will fill  
every seat on every performance



Three Sheet



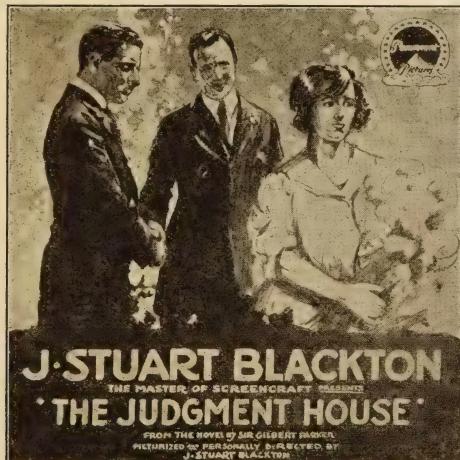
One Sheet



One Sheet



Three Sheet



Six Sheet



Six Sheet



Twenty-four Sheet

SLIDE



110 E C. 2.

STOCK PRODUCTION CUTS AND MATS

# J. Stuart Blackton in "The Judgment House"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats  
Centre Row—Three Two-column Cuts and Mats  
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above

Always Obtainable at Your Exchange



Press stories to be sent out a week or ten days in advance of the showing of "THE JUDGMENT HOUSE"

SCENES OF "THE JUDGMENT HOUSE" FILMED AT OYSTER BAY

Commodore J. Stuart Blackton, who is filming several of Sir Gilbert Parker's most famous novels for the Paramount, has taken many of the outdoor scenes at his estate in Oyster Bay, Long Island. The photoplay is said to be exceptionally beautiful, especially night scenes of a lawn party on his estate, and the arrival of "The Judgment House," joint work of a famous producer and a renowned author, which has been scheduled for the ..... of ..... at the ..... Theatre, will be one of the events of the motion picture "season."

Sir Gilbert Parker, the famous novelist whose books are being prepared for the screen by J. Stuart Blackton, is visiting Commodore Blackton at his estate at Oyster Bay, Long Island, where the two are much together, both during the actual work on the pictures as well as on long pleasure excursions in the Commodore's yacht. Sir Parker has become very fond of Commodore Blackton's children, aged four and six respectively. The three may be found almost any sunny day watching the outdoor scenes for "The Judgment House," the Paramount picture which is being filmed on the Blackton estate. "The Judgment House" will be ready for the screen shortly and has been scheduled to appear on ..... at the ..... Theatre.

"The Judgment House," one of the most popular of Sir Gilbert Parker's novels, is being converted to photoplay form by J. Stuart Blackton, producer of "The Battle Cry of Peace" and others. This is the first of several productions by the famous director and author, which will be released by Paramount, and is to be shown at the ..... Theatre on .....

An unusual picture, the scenes of which are laid in South Africa and England during the Boer war, will be shown at the ..... Theatre on ..... This is "The Judgment House," by Sir Gilbert Parker, which has been prepared for the screen by the celebrated producer of "The Battle Cry of Peace," J. Stuart Blackton, for Paramount.



During the completion of his offices at the Paramount studios in Brooklyn, N. Y., where he has been working on the productions of Sir Gilbert Parker, J. Stuart Blackton, well-known producer of the "Battle Cry of Peace" and "Womanhood," has been hard put to it to escape the visitors who have thronged in upon him.

Mr. Blackton has to run a gamut of dozens of men, women and children each morning seeking employment or information, besides superintending the details to the smallest part of the shortest scene for his pictures, as he is a well known realist and insists on every detail being perfect. "The Judgment House," by Sir Gilbert Parker, which will be released very shortly, will appear at the ..... Theatre on .....

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#### SIR GILBERT PARKER SUPERINTENDS FILMING OF HIS OWN BOOKS

Author of "The Judgment House," "The World for Sale," Sir Gilbert Parker is one of the latest famous authors to capitulate to the demands of motion picture producers and consent to have his books translated to terms of the cinematograph. Each month more and more authors allow their books to be made into photoplays as the demand for the very best in literature is daily growing and the public is learning not to be satisfied with anything less than the very best. J. Stuart Blackton is producing "The Judgment House" for Paramount at present with the co-operation of Sir Gilbert Parker himself, who has consented to come over from England for that purpose. "The Judgment House" will appear at the ..... Theatre on .....

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Determined that the "Judgment House" should be ready for release at the earliest possible moment, yet insistent that there should be no haste that would mar the production of the Right Hon. Sir Gilbert Parker's well known novel, Commodore J. Stuart Blackton has devoted both day and night to the work of putting the book into screen form for Paramount.

Commodore Blackton, aside from his natural insistence upon artistic perfection and correction, is doubly determined that the picture shall be a success because of his affection for the author, Sir Gilbert Parker, who has been his guest through the work on "The Judgment House" and has taken a great interest in its progress. "The Judgment House" is to be the attraction at the ..... Theatre on .....



**Press stories to be sent out two or three days in advance or during  
the showing of the "THE JUDGMENT HOUSE"**

**GOVERNMENT FORBIDS USE OF U. S. TROOPS IN FILMS**

Positively last appearance on the screen! Thus was announced the appearance of the entire company of New York 3rd Infantry which appeared in J. Stuart Blackton's screen version of Sir Gilbert Parker's "The Judgment House," which will be shown at the ..... Theatre on .....

The government has recently forbidden the hiring of its soldiers for any purpose whatever, the edict going forth the day following the appearance of the New York Infantrymen in "The Judgment House" in which they appear, not in their own uniforms of khaki, but in strange plaid kilts or belted English suits which caused them much amusement.

Violet Heming, who is the star of Sir Gilbert Parker's "The Judgment House" which has been prepared for the screen by J. Stuart Blackton, is one of the most beautiful actresses of the screen. One often reads about "violet eyes," but in Miss Heming's case there can be absolutely no doubt that said orbs are a deep lavender shading into purple. Conway Tearle, who appears in "The Judgment House" also, is the well known screen and stage star, who will be seen on the stage this winter in New York with Ethel Barrymore. "The Judgment House" comes to the ..... Theatre on .....

Ox-drawn Red Cross ambulances, nurses recruited hastily from all ranks of society, from the stage to the highest society of London and back, and peers doing menial service in the army, are some of the unusual sights to be seen in "The Judgment House" by Sir Gilbert Parker and prepared for the screen by J. Stuart Blackton, released by Paramount.

These scenes show the terrible handicap of the British in the Boer War which they were obliged to enter, unprepared and untaught. Many parallels can be drawn between that case and our own situation in the present war. The battle scenes and hospital scenes have been reproduced with minutest care for every detail. Manager ..... of the ..... Theatre has announced the appearance of "The Judgment House" at his theatre on .....



As an example of the accuracy and attention to detail that prevail in the pictures directed by J. Stuart Blackton is the fact that all of the costumes, from that of the "extra" with the smallest part to the stars, are made especially for each picture. In "The Judgment House," a picturization of the novel by Sir Gilbert Parker, the time of the picture is during the Boer War. Despite the fact that this is approximately a "modern" picture, Commodore Blackton would not be satisfied with modern costumes. Fashion books of the period were hunted up and all the costumes copied from them. Violet Heming, the leading woman, wears several very stunning gowns which, however, when closely studied, resemble very little the frocks of today. "The Judgment House" is to appear at the ..... Theatre on .....

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#### SIR GILBERT PARKER WATCHES SCREENING OF HIS NOVELS BY BLACKTON

Sir Gilbert Parker, the famous English novelist, several of whose best known stories are to be prepared for the screen by J. Stuart Blackton, the Paramount director, known to film history as the maker of "The Battle Cry of Peace" and other stupendous productions, has been able to personally watch and work with Commodore Blackton on the filming of "The Judgment House," which will be the first one to be released, and which has been booked for the ..... Theatre on .....

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#### SIR GILBERT PARKER SAILS FOR ENGLAND

The Right Hon. Sir Gilbert Parker, eminent British novelist, whose works are being translated to the screen for Paramount by J. Stuart Blackton, is on the briny deep en route for his home in England. He was bidden God-speed by his numerous friends in this country, chief of whom was Commodore J. Stuart Blackton and his family, whose guest Sir Gilbert has been on several occasions during his sojourn in America.

On the eve of his departure the novelist took occasion to oremark upon the pleasure which his investigation of the motion picture field in America had given him. "I have no hesitation in stating," he said, "that Commodore Blackton has one of the finest, most perfect systems of working out photoplays I have ever seen. I feel sure that my stories will lose nothing by their translation to terms of photography and indeed believe that they will be improved and broadened. The camera can paint with strokes more vivid than words the story of my characters."



RIGHT HON. SIR GILBERT PARKER GUEST OF COMMODORE BLACKTON

Noted Author Whose Works Are Being Filmed for Paramount Combines Business with Pleasure at Oyster Bay

Keenly enjoying every moment of the time, Sir Gilbert Parker, the gifted English novelist and M. P. whose books have sold far into the millions, and a number of whose most popular works are now being prepared for the screen by J. Stuart Blackton, for Paramount, was the guest of Commodore Blackton recently at the latter's beautiful country estate, Harbourwood, at Oystem Bay, Long Island.

It was a combination of business and pleasure, however, for at intervals, seated on the spacious veranda of the Casino, overlooking the blue waters of the Sound, the author and producer discussed in detail the forthcoming production of "The Judgment House," as well as the future pictures to be made from the Parker novels.

Sir Gilbert Parker witnessed a private showing of "The Judgment House" the other evening at Oyster Bay and expressed himself as delighted by the outcome of the careful and artistic work that had been devoted to the production.

"Of course," said Sir Gilbert, "when I had read Commodore Blackton's scenario I felt easy in my mind as to the story at least. It was a masterful piece of work. I frankly confess I could not have done it. Were someone to offer me five thousand dollars this minute to write a three-reel scenario—much less a seven-reel one—I would have to decline. I simply haven't that particular talent. It is truly an art in itself.

"As I say, I was confident that the story would be right because I had read the script, but I was still more astonished to see the finished product, which was fully as satisfactory as the scenario had been. I hold that you cannot meddle too greatly with an author's works, and if a book will admit of a complete change of period or locale it is evidence on the face of it that the story was shallow to begin with. No such liberties have been taken with "The Judgment House," and I feel sure that the future productions of my book will be equally free from such manhandling. It is a well known fact that seeing their favorite books upon the screen so chopped and changed that they are scarcely recognizable has driven many an ardent film fan from the motion picture theatre."

"The Judgment House" is coming to the ..... Theatre beginning on .....



## THE STORY

Jasmine Grenfel, a very beautiful if somewhat frivolous, young English woman, has two suitors. One is Ian Stafford, Under-Colonial Secretary for England, who is desperately in love with her. She asks him to wait a year for her decision, however, saying that she wishes to be free for "just one more butterfly flight."

The other suitor is Rudyard Byng, whose guests they are at the opening of the story. This man is of the powerful, forceful type and has battered his way to wealth and success via the South African diamond mines, and done much to establish England's military rule in South Africa. Jasmine is impressed by his strength and power which forms a decided contrast to Stafford's less robust, though far more intellectual type.

Byng becomes very fond of Jasmine, and just as Stafford's year has expired (the year allowed Jasmine to decide) he proposes and is accepted. Stafford, saddened, goes to South Africa. He is one of the partners in the ownership of the mine.

Three years elapse. Jasmine's life is very unhappy as Byng has become dissipated. Krool, Byng's servant, is continually spying on his master as well as is Fellowes, private secretary to Byng, who is carrying on intrigues with several women, including Al'mah, the famous Oriental dancer, and Lou, a coster girl. Besides that he has tried to make love to Jasmine. Al'mah, the dancer, on learning from Lou of Fellowes' affair with her, becomes insanely jealous and swears that she will murder Fellowes.



Krool, the servant, in the meantime, finds an indiscreet letter from Fellowes to Jasmine and immediately takes it to Byng, who is furious and in addition half crazed with drink. He threatens to kill both his wife and Fellowes and is only prevented by Stafford who has returned to town and who shields Jasmine, partly through love for her and partly through fear that his own renewed love affair with her should be discovered. Later Stafford orders Fellowes to leave the country at once.

When Jasmine learns that even Stafford really believes her guilty and that Fellowes did nothing to shield her, she is blinded with rage against the latter and bitterness for the former. Krool, the servant, has been terribly beaten by Byng and he also becomes bitter against Fellowes as well as Jasmine and Al'mah, the dancer, and Byng.

The following night Fellowes is murdered. There is apparently no clue and the coroner calls it a case of heart failure. Byng, however, finds a poisoned needle near the body. This he remembered had belonged to an Oriental doctor who had exhibited it and explained its deadly powers one evening at his own home, in the presence of Jasmine, Krool and Al'mah, among others. He said nothing of his discovery, however.

At this point of the complicated situation, the Boer War breaks out and Jasmine and Byng separate and both go at once to South Africa, she as a Red Cross nurse, he to fling himself into the fighting. Byng leads his men through some terrific charges and distinguishes himself for his bravery, there being something in the fighting, the elemental struggle for existence of South Africa, that brings out the best in him.

In one instance he saves a man's life at the risk of his own. The man is brought to Jasmine and Al'mah, who is now her assistant nurse, to be cared for. Byng comes to visit the man, not knowing of his wife's presence. The problem of the murder has not yet been solved; indeed it has been nearly forgotten in the terrible scenes of the war.

Al'mah, dying from the effects of any enemy bomb thrown into the hospital, calls Byng and Jasmine to her and with her last words confesses to having murdered Fellowes through jealousy. Jasmine and Byng, each of whom had half suspected the other of the crime, are then reunited and start together on a new and happier life.

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**'Human interest' keeps the world a-moving. It sells newspapers and fills theatres, too. This story contains 'human interest'**  
**"OBEY THAT IMPULSE"**





TRADE MARK  
**FAMOUS PLAYERS - LASKY CORPORATION**  
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General  
NEW YORK



# List of Paramount Exchanges

DISTRIBUTING

## "THE JUDGMENT HOUSE"

**Boston, Mass.**—10 Shawmut St.,  
Famous Players Film Co. of N. E.

**New Haven, Conn.**—131 Meadow  
St., Famous Players Film Co. of  
N. E.

**Portland, Me.**—85 Market St.,  
Famous Players Film Co. of N. E.

**Sherry**, 729 7th Ave.,  
Wm. L. Sherry Feature Film Co.

**Buffalo, N. Y.**—145 Franklin St.,  
Wm. L. Sherry Feature Film Co.

**23rd St.**—71 West 23d St.,  
Famous Players Exchange.

**Philadelphia, Pa.**—1219 Vine St.,  
Famous Players Exchange.

**Washington, D. C.**—525 13th St.,  
N. W., Famous Players Exchange.

**Pittsburgh, Pa.**—Penn Ave. and  
12th St., Famous Players Film  
Serv., Inc.

**Cleveland, Ohio**—Standard Thea-  
tre Bldg., Prospect Ave. near 9th  
Ave., Famous Players Film Serv.,  
Inc.

**Chicago, Ill.**—220 So. State St.,  
Famous Players Film Serv., Inc.

**Cincinnati, Ohio**—107 West 3d St.,  
Famous Players Film Serv., Inc.

**Detroit, Mich.**—278 Jefferson Ave.,  
E., Famous Players Film Serv.,  
Inc.

**Kansas City, Mo.**—2024 Broadway  
Kansas City Feature Film Co.

**St. Louis, Mo.**—3929 Olive St.,  
Kansas City Feature Film Co.

**Minneapolis, Minn.**—Produce Ex-  
change Bldg., Famous Players Star  
Feature Film Serv., Inc.

**Salt Lake City, Utah**—133 East  
2d South St., Notable Feature  
Film Co.

**Denver, Colo.**—1749 Welton St.,  
Notable Feature Film Co.

**San Francisco, Cal.**—645 Pacific  
Bldg., Progressive Motion Picture  
Co.

**Seattle, Wash.**—Central Bldg.,  
Progressive Motion Picture Co.

**Los Angeles, Cal.**—Marsh Strong  
Bldg., Progressive Motion Picture  
Co.

**Portland, Ore.**—9th and Burnside  
Sts., Progressive Motion Picture  
Co.

**Atlanta, Ga.**—51 Luckie St.,  
Southern Paramount Picture Co.

**New Orleans, La.**—814 Perdido St.,  
Southern Paramount Picture Co.

**Dallas, Texas**—1902 Commerce St.,  
Texas Paramount Picture Co.

# Paramount



# Pictures

## Press Book and Exhibitor's Aids



CAST

INGOLBY . . . . .	CONWAY TEARLE
FLEDA DRUSE . . . . .	ANN LITTLE
GABRIEL DRUSE . . . . .	W. W. BITTNER
JETHRO FAWE . . . . .	NORBERT WICKI
TEKEWANI . . . . .	CRAZY THUNDER
MARCHAND . . . . .	ESCARMILLO FERNANDEZ
JOWETT . . . . .	JOSEPH DONOHUE
SUMMER SONG . . . . .	MAUDE SCOFIELD

DIRECTOR . . . . .

J. STUART BLACKTON



J. STUART BLACKTON



SIR GILBERT PARKER

# J. Stuart Blackton

THE MASTER OF SCREENCRAFT presents

## "The World For Sale"

From the Novel by SIR GILBERT PARKER

Picturized and personally directed by J. STUART BLACKTON

A Paramount Picture



We are spending \$1,000,000 to make this trade mark so familiar that when the public wants to see a photoplay, it will instinctively turn to the theatre that shows the Paramount trade mark. Are you showing it on your lobby display and on all your advertisements?



FAMOUS PLAYERS—LASKY CORPORATION

ADOLPH ZUKOR  
President

JESSE L. LASKY  
Vice-President  
NEW YORK

CECIL B. DE MILLE  
Director General



## WHAT YOU WANT TO KNOW ABOUT "THE WORLD FOR SALE"

THIS TIME OF THE YEAR is particularly fitted to begin an advertising and publicity campaign to increase your patronage.

THIS PICTURE IS PECULIARLY FITTED to increase your box office receipts if you follow that impulse. Here is the first of the series of the spectacular J. Stuart Blackton Productions that will be the sensations of the season.

SIR GILBERT PARKER, ONE OF THE WORLD'S greatest creative artists, wrote this book. The story breathes the very essence of the out-of-doors and the charm of gypsy lore, together with a love story of unusual interest.

THESE TWO MEN HAVE A COMMON PURPOSE. Sir Gilbert Parker writes wonderful stories because he is a creative artist and must write. J. Stuart Blackton, having reached the pinnacle of material success in the motion picture industry, is not content, he must personally produce pictures.

THE COMBINED EFFORTS of a great author and the master of screen craft will be seen by the public in this production, which is a wonderful story of the great Northwest and racial conflict.

A wonderful cast has been selected to portray the great characters of the book, which was one of the "best sellers." Every detail has been given deepest thought, and no expense has been spared to make this a wonderful spectacle.

TO START YOUR INCREASED CAMPAIGN OF ADVERTISING AND publicity, we have prepared for every exhibitor a wonderful amount of money-getting accessories. Everything is here for you with which you can make real money, and you will be doing yourself a great injustice if you do not go after the business on this picture in a far bigger manner than you ever did in your life before. Follow the impulse, and after you start, keep everlasting at it.

### LOOK OVER THESE ACCESSORIES

#### Paper

Two one-sheets  
Two three-sheets  
Two six-sheets

#### Photos

Ten 8 x 10 black and white  
Eight 11 x 14 colored gelatin  
Two 22 x 28 colored gelatin  
8 x 10 photos of star

#### Cuts and Mats of Production

Five one-column  
Three two-column  
Two three-column

#### Stock Cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

#### Rotogravure

#### Series of Advertising Layouts: Mats

Press Book, with sales talk,  
card and letter announcements,  
suggestions for lobby  
and other displays.

#### Slides

#### Music Cues

BUT WE DO NOT END HERE. We not only supply you with the accessories which are designed by experts, but we have a Service Department that is designed to give you every personal aid you may desire. If you have any problems to solve, write the Service Department. Experts are in charge of the advertising, publicity, promotion and exhibitors' aids departments. They are at your command. Don't let the opportunity slip by. Use this service. It is designed for you personally.

### THE CAST

Ingolby ..... Conway Tearle  
Fleda Druse ..... Ann Little  
Gabriel Druse ..... W. W. Bitner  
Jethro Fawcett ..... Norbert Wicki  
Tekewani ..... Crazy Thunder  
Marchand ..... Escarmillo Fernandez  
Jowett ..... Joseph Donohue  
Summer Song ..... Maude Scofield

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**HERE'S A PRODUCTION YOU WILL ALL WANT TO GET BACK OF  
"THE WORLD FOR SALE"**

Commodore J. Stuart Blackton, Producer—Sir Gilbert Parker, Author

**First Advance Post Card to Be Sent Out  
Nine Days in Advance of Showing**

Dear Madam:

Sir Gilbert Parker's "The World for Sale" is coming to the ..... Theatre on ..... I feel I ought to advise you because of the importance of the production and the standing of the Producer, Commodore J. Stuart Blackton,

*Manager*

**Second Advance Post Card for You to Send  
Out Six Days in Advance of the Showing**

Dear Madam:

Regarding that notice we sent you last ..... about "The World for Sale," while you will see the notices about this production in the daily papers, you have been such a staunch patron of this theatre that I wished to remind you of the date, .....

(Name of Theatre)  
Manager.

**WHEN YOU TRY THIS LETTER ON YOUR PATRONS PLEASE LET THE  
EDITOR OF PARAMOUNT PROGRESS KNOW WHAT THIS  
DOES FOR YOU IN THE WAY OF INCREASED BOX  
OFFICE RETURNS**

Dear Madam:

As I wrote you on my second post card, you have been such a consistent patron of this theatre in the past that I feel it my duty to apprise you of the very important production which is coming to us on ..... of ..... week, entitled "The World for Sale," by Sir Gilbert Parker.

Not only is the title striking and unusual, but the story itself is unusual and in every way worthy of your special attention. Conway Tearle, who will be remembered for his excellent work with Sir Charles Wyndham, Ellen Terry, Billie Burke, Ethel Barrymore, Grace George, Wm. Faversham, Viola Allen and Emily Stevens—especially his last work with Miss Stevens in "The Fugitive,"—takes the part of a strong character in a tale of two rival cities in Canada.

"The World for Sale," as is the case with many of Sir Gilbert Parker's immortal stories, is laid in the gripping Northwestern country that lends itself so admirably to scenic beauty and virility of the characters which portray the living types of the country of Strathcona and the Hudson Bay pioneers.

Commodore J. Stuart Blackton's efforts to do justice to this story surpass in intensity and execution his masterpiece which you well remember in "THE BATTLE CRY OF PEACE," and taking it, all in all, you may be assured that the story of the girl, who is beautiful—naturally—and is beloved by three men, will grip you from start to finish.

Come and see this splendid picture and then let me know your comments on it. I shall be interested to have your opinion. Will you do this for me personally?

Yours for the BEST pictures,

..... Theatre,  
Manager.



**WHAT A WORLD OF ADVERTISING YOU CAN GET ON THIS PICTURE—  
READ THE STORY ON ANOTHER PAGE FOR ADDITIONAL SUGGES-  
TIONS—OR CONSULT YOUR SERVICE DEPARTMENT**

**Lobby Display:**

The picture deals with the love of three men for a beautiful girl—the locale being in Canada, with beautiful snow-capped mountain peaks, magnificent scenery and Canadian local color. If, therefore your lobby display artist (we assume you already have one) can construct a cardboard layout for your lobby with mountain scenery representative of the Canadian Northwest, on which are shown three men with arms outstretched toward one girl; she outlined against a sky of white clouds and blue sky, and beside her a mountain sign post, "THE WORLD FOR SALE," you will have put across something that is bound to attract attention in proportion to the excellence of the display itself.

If you have not the facilities for such scenic painting, get a big globe from your department or book store, and stick up a sign, "THE WORLD FOR SALE." That ought to catch the passers by. Then make all of your advertising in stores and elsewhere correspond.

**Window Display:**

Ask your bookstores to feature globes—make displays of their globes in their windows, with a sign sticking out of the top of the biggest globe, "THE WORLD FOR SALE." Then have your window card in a prominent place to the effect that "THE WORLD FOR SALE" will be at the ..... on ..... date.

**Car Cards:**

You can make a very attractive car card for your trolleys with a picture of Sir Gilbert Parker in one corner and Commodore J. Stuart Blackton in the other—with a suggestion from your lobby display etched in, in the corner. Sir Gilbert Parker's works are so well known to most everybody that you ought to feature him strong, and Commodore Blackton in Navy attire would catch many an eye that is now full of the war stuff.

**Newspaper Advertising:**

Hook up your ads in your local newspapers with all of the local stuff that you can. For example: "You Saw It. That display of 'The World for Sale' in Smith's window yesterday. You know what it advertises, of course. It not only advertises Smith's globes and merchandise, but it also advertises 'The World for Sale,' which will run in the ..... Theatre on ..... "Direct, personal appeal copy of this sort, aiming right at the hearts of your people, is worth tons of staid and stilted announcements which are so similar to your competitors that they only carry a proportion of the message that they should.

**Window Cards:**

You can get all kinds of ideas for this production on account of its splendid title for your window cards. If your lobby carries the mountain-peak idea, why not have your window cards printed in colors. A scene from some tourist folder gotten up by one of the Rys will suffice—just enough to give your artist the idea. Then a hand-lettered sign, "The World for Sale," stuck on top of a mountain peak, sets the whole adv. off in good shape and carries your message to the public.

**For Special Advertising Ideas for Your Theatre Apply to Service Department**



### J. STUART BLACKTON

The big men in moving pictures were not in the business when film industry was in its veriest infancy twenty years ago. Most of the men at the top of the ladder today in motion pictures were doing something quite different when the cimematograph first came into being.

J. Stuart Blackton is an exception to the rule. He began to be a power in moving pictures two decades ago when all there was to a film was a flicker of animated motion on a white sheet in an abandoned grocery store. From that day to this he has been a person to reckon with when moving pictures were in question.

As organizer and president of one of the first picture companies in existence, he managed the affairs of the concern so well that he boosted the whole art right up on its feet and sent it along the path to the high point where it stands today.

J. Stuart Blackton is still a comparatively young man, a yacht-  
ing enthusiast, a painter, an author, a producer and a patriot.  
One of the first to recognize the need of preparedness in this  
country, his "Battle Cry of Peace" marks one of the epochs in the  
preparedness propaganda of this country. He is a producer of big  
spectacular themes, but in every detail the artistry of the  
man is shown.

"I have devoted twenty years of my life to the art of motion pictures," he said recently, "and I am beginning to learn how little anyone knows of its marvelous possibilities. Great works of art cannot be accomplished in a hurry. I am going to apply the experience of long years of work to the making of perhaps four artistic productions a year, with every production built upon the film foundation of a literary masterpiece."

Mr. Blackton's second production for Paramount is no other than Sir Gilbert Parker's well-known novel, "The World for Sale," Sir Gilbert Parker is a personal friend of Mr. Blackton's and has given him the motion picture rights to all of his productions, including "Wild Youth," "Judgment House" and "The World for Sale." which is to be shown on ..... at the ..... Theatre.

**Use this story with one of the star cuts and mats**



## Stock Star Cuts and Mats—J. Stuart Blackton



*Issued in sets of ten consisting of:*

**Top row—Two three-column cuts and mats**

**Center row—Three two-column cuts and mats**

**Bottom row—Five one-column cuts and mats**

*Always obtainable at your exchange*



# Ad Cuts and Mats That Talk Back in Dollars and Cents

All of these cuts were chosen for their selling power from a large lot of stills. The one and two column cuts are appealing, economical trade-getters; the three-column cuts dominate by sheer force of size and attractiveness. We have had the half-tones engraved so that they will print well on newspaper under good conditions. If you are not sure about the quality of the paper your printer uses and how conscientious he is in his work, hesitate before you use a half-tone. A line cut will print well under almost any conditions.

## J. Stuart Blackton

*The Master of ScreenCraft presents  
"The World for Sale"*

From the novel by

SIR GILBERT PARKER

Picturized and personally directed by

J. Stuart Blackton



Do you remember Conway Tearle, who made such a wonderful hit in J. Stuart Blackton's first Paramount masterpiece, "The Judgment House"? Mr. Tearle also helps to make this second Paramount Picture by Sir Gilbert Parker, one of the most powerful heart interest stories of all time.

*All week but come early*

Do they know what a good orchestra you have? Why not tell them here?

**Exhibitor's Theatre**

# J. STUART BLACKTON

*The Master of ScreenCraft presents*

## "THE WORLD FOR SALE"

From the novel by  
SIR GILBERT PARKER  
picturized and personally directed by  
J. STUART BLACKTON



*A Paramount Picture*



"The World for Sale" is the greatest story of love, racial instinct and the Great Northwest produced for many a day. You can't afford to miss it.

**Musical Program**

**Exhibitor's Theatre**

Are you telling your people that YOUR THEATRE is the one all the magazines are talking about? If not, you're losing your share of that \$1,000,000.



*And to some men popularity is always suspicious. Enjoying none themselves, they are prone to suspect the validity of those attainments which command it.*

—George Henry Lewes.

Advertising will make you popular and once started will make you realize its validity as a constructive force for popularity.



Don't fail to see this great story of the Great Northwest and racial conflict. It is a story by the world famous author Sir Gilbert Parker, who also wrote J. Stuart Blackton's first great Paramount success, "The Judgment House." Don't miss it.

YOUR MUSICAL PROGRAM IS  
ONE OF YOUR BEST SELLING  
POINTS—LIST IT HERE.

**Exhibitor's Theatre**

# J. STUART BLACKTON

*The Master of ScreenCraft Presents*



## "The World For Sale"

From the novel by Sir Gilbert Parker

Picturized and personally directed by  
**J. STUART BLACKTON**



All of the thrills, adventures, and wild romance that enter into the life of a budding empire are vividly portrayed in this story of the great Northwest and racial conflict, by the world famous author, Sir Gilbert Parker

**BOOST YOUR MUSICAL PROGRAM**

# **Exhibitor's Theatre**

Newspapers and magazines are telling them to go to the theatres showing Paramount Pictures. Do they know that your theatre has them?



# J. Stuart Blackton

The Master of  
Screencraft presents

## "THE WORLD FOR SALE"

From the Novel by SIR GILBERT PARKER

Picturized and personally directed by J. STUART BLACKTON



J. STUART BLACKTON'S  
"The World for Sale"  
A Paramount Picture

5090

Romance, adventures, and thrills galore are in this wonderful Paramount Picture by the world famous author, Sir Gilbert Parker. A virile story of the great Northwest and racial conflict.

*Boost your musical program*

**Exhibitor's Theatre**

THE HOME OF  
PARAMOUNT PICTURES

It is costing \$1,000,000 to make them look for the Paramount trademark. Now that they are looking for it we hope they'll find it in your town anyway.



# J. STUART BLACKTON

The Master  
of ScreenCraft presents

## "THE WORLD FOR SALE"



From the novel by  
**SIR GILBERT PARKER**  
Pictureized and personally  
directed by  
**J. STUART BLACKTON**



### A Paramount Picture

#### A Story of Love, Racial Conflict and the Great Northwest

Do you remember Conway Tearle, who played such a wonderful part in the "Judgment House," J. Stuart Blackton's first picture by Sir Gilbert Parker? Mr. Tearle also plays the leading part in this great story—the story again being by Sir Gilbert Parker. That's a pretty good sign that this picture is one that you can't afford to miss.

Here is a great place to tell them what your orchestra is playing

## Exhibitor's Theatre

What are you doing to get returns from that million in advertising?



**Cover your town with this paper and you will fill every seat  
at every performance**

*Always obtainable at your exchange*



Twenty-four-sheet



Three-sheet



One-sheet



One-sheet



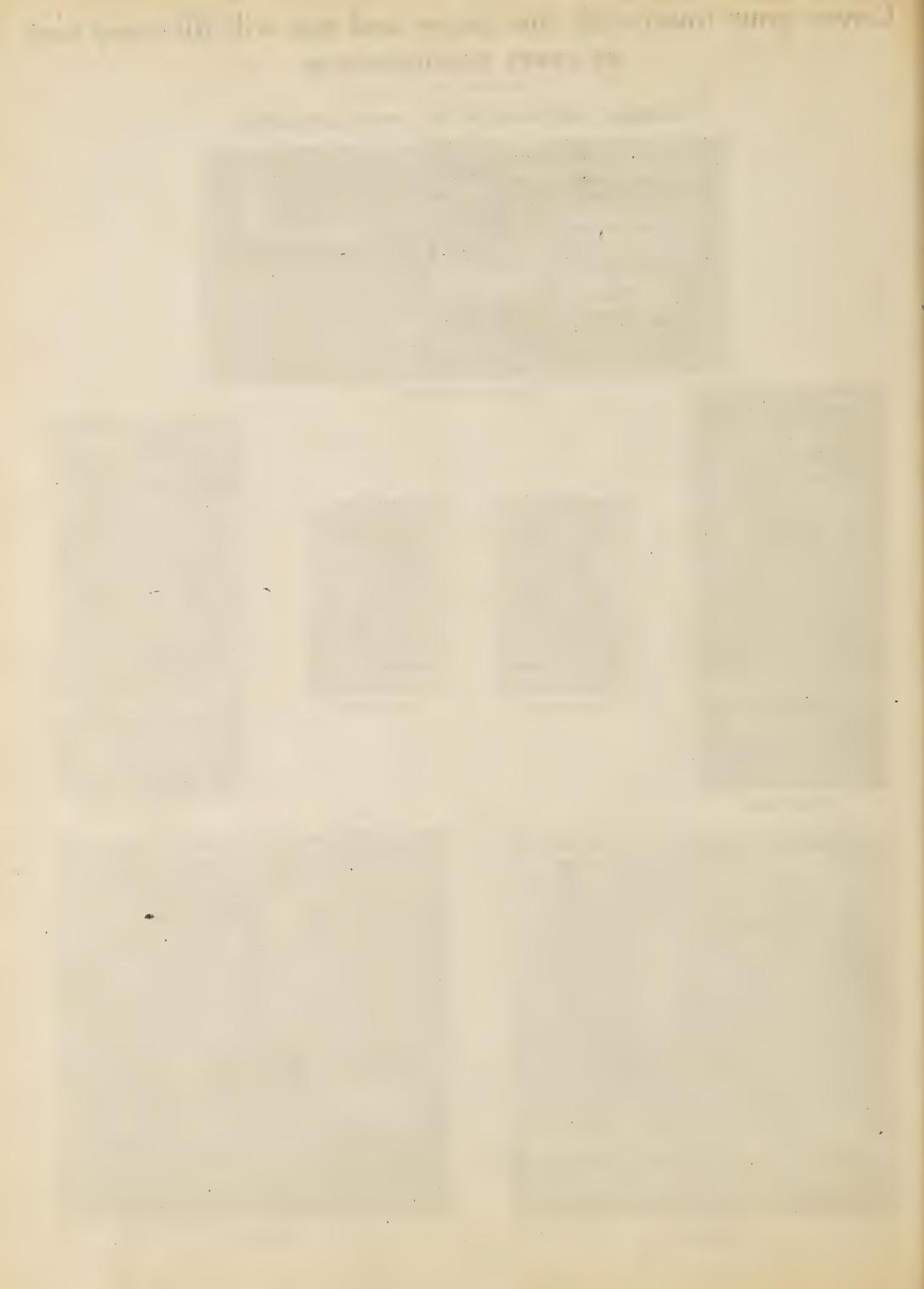
Three-sheet



Six-sheet



Six-sheet



## Stock, Production Cuts and Mats—“The World For Sale”



ISSUED IN SETS OF TEN CONSISTING OF:

Top row—Two three-column cuts and mats

Center row—Three two-column cuts and mats

Bottom row—Five one-column cuts and mats

ALWAYS OBTAINABLE AT YOUR EXCHANGE



**Press stories to be sent out a week or ten days in advance of the showing of "THE WORLD FOR SALE"**

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**THREE IMPORTANT ANNOUNCEMENTS FROM THE FILM WORLD**

Paramount Pictures Corporation recently announced the affiliation of J. Stuart Blackton, famous producer of the big photoplay, "The Battle Cry of Peace." This announcement was soon followed by a still more significant one to the effect that the well-known director would make for Paramount four big features each year. The second of these, "The World for Sale," arranged for the screen by Mr. Blackton himself from the famous novel of that name, by Sir Gilbert Parker, will be shown on ..... at the ..... Theatre

---

The well known producer of "The Battle Cry of Peace" and "Womanhood," which received the highest praise from critics and public alike, has recently joined the long list of famous producers who work under the Paramount banner, such as David W. Griffith, Thomas H. Ince, Cecil B. De Mille, and numerous others.

Mr. Blackton's screen version of Sir Gilbert Parker's novel, "The World for Sale," has been made with the direct co-operation of the author himself, who is a personal friend of Mr. Blackton. "The World for Sale" is to appear on ..... of .... week, at the ..... Theatre.

---

**POLISH ACTOR AS GYPSY IN GILBERT PARKER FILM**

Norbert Wicki, a Polish actor of nation-wide prominence among the Poles of this country, was chosen by J. Stuart Blackton, the famous motion picture director of "The Battle Cry of Peace," and other film spectacles, to portray the role of Jethro Fawe, the gypsy lover in "The World for Sale," which has been adapted for the screen for Paramount, and which is to be shown at the ..... Theatre on ..... Mr. Wicki has scored many previous successes with Mary Pickford, Norma Talmadge, Alice Brady and others.

---

J. Stuart Blackton, who recently joined the forces of the Paramount Company and whose picture, "The World for Sale," from the novel of that name by Sir Gilbert Parker, is to be shown on ..... at the ..... Theatre, has been in the motion picture business for twenty years--since the very first shaky, blurred motion pictures appeared and were hailed as the marvel of the age.



A story that breathes the very essence of the out-of-doors and the charm of gypsy lore, together with a love story of unusual interest is Sir Gilbert Parker's "The World for Sale," which was chosen by J. Stuart Blackton for his first release since transferring his activities to Paramount.

The scenes are laid in Canada and deal with the feud between two small townships, one a French Canadian, the other strongly English, as well as with the adventures of Max Ingolby, who is one of the three men in love with charming Fleda Druse, the heroine. How he wins out although handicapped by the temporary loss of his eyesight and the deep hatred of his two rivals, makes a thrilling photoplay which will linger in the memory as a fragrant wholesome breeze from Romany itself. "The World for Sale" is to be shown on ..... at the ..... Theatre.

---

#### AUTHOR WORKS WITH DIRECTOR ON SCREENED VERSION OF FAMOUS NOVEL

It was to be expected that J. Stuart Blackton, having pooled his unlimited experiences and clever brain with the tremendous resources of the Paramount Company, would turn out productions far above the average.

His first production under the Paramount banner surpasses all expectations. It is a screened version of "The World for Sale," by Sir Gilbert Parker, who has given the film rights to all his stories to J. Stuart Blackton.

The two men are personal friends and Sir Gilbert Parker lent the inspiration of his personal presence to the actors while "The World for Sale" was being made. Thus it is that the screened version fairly breathes the spirit of the book which has been one of the best sellers for many years. It is a wholesome breezy story of the great northwest, against which background appear in sharp relief the clear cut characters one has known and loved in the book, exactly as if they had stepped bodily out of its pages.

Manager ..... of the ..... Theatre, according to his usual custom of furnishing the best at all times, has announced the appearance of "The World for Sale," at his theatre on .....



## Press stories to be sent out a few days in advance or during the showing of "THE WORLD FOR SALE"

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Conway Tearle, who plays the leading male role in "The World for Sale," a Paramount picture, has appeared with the most noted English and American actresses of both stage and screen, including Sir Charles Wyndham, Ellen Terry, Billie Burke, Ethel Barrymore, Grace George, William Faversham, Viola Allen and Emily Stevens. His last appearance on the stage was with Emily Stevens in "The Fugitive." In "The World for Sale," Mr. Tearle takes the part of Max Ingolby, the strong man of brains and brawn whom Sir Gilbert Parker has vividly drawn as the hero. This is a difficult role requiring the most delicate handling for which Mr. Tearle's previous experience has eminently fitted him. "The World for Sale" is to be shown on ..... at the ..... Theatre.

---

Ann Little, winsome heroine of "The World For Sale," a Paramount Picture which has been dramatized for the screen by J. Stuart Blackton, makes an ideal Fleda Druse as she is the exact type described by Sir Gilbert Parker in his well-known novel by that name.

Her former screen experience also fits her admirably for the role as she has appeared almost exclusively in parts of this type. Among her best known screen productions are: "The Land of Lizards," "Matchin' Jim," "Immediate Lee," and "The Court of St. Simon." Miss Little in "The World for Sale", will appear at the ..... Theatre on ..... of .... week.

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A truly cosmopolitan film, "The World for Sale," by Sir Gilbert Parker, an Englishman, was arranged for the screen and directed by J. Stuart Blackton, a staunch American and producer of "The Battle Cry of Peace." The actors include Norbert Wicki, born in Poland, Crazy Thunder, an American Indian and one of the last of his tribe, Escarmillo Fernandez, a Spaniard, and Joseph Donohue, who as the name indicates, is Irish.

This was entirely accidental and merely happened by chance--possibly helped out by the fact that the fields of literature and the screen world were thoroughly scoured to find this production and "types" that could adequately interpret it. "The World for Sale", a Paramount Picture, is to be shown on ..... at the ..... Theatre.



A man of many and varied talents is Norbert Wicki who plays the "sympathetic villain" role in "The World for Sale," which is the first Paramount production by J. Stuart Blackton, and which is to be shown on ..... at the ..... Theatre.

Mr. Wicki is not only a talented actor, but also a musician. He has translated many popular American songs into the Polish language. In "The World for Sale," Mr. Wicki plays a violin solo which is so beautiful that it expresses, clearer than words, exactly what he wishes it to express to his hearers, one of whom is his rival for the hand of Fleda Druse. Mr. Blackton has shown on the screen the moods of the musician as they weave themselves into the music of his violin.

---

#### ANOTHER "CONSCIENTIOUS OBJECTOR" WON OVER

It is a fact--strange but true--that there still remain a few, who either from unfamiliarity with the motion picture or from sheer ignorance, still consider it an inferior medium of expression and a useless institution.

In the former class, until very recently, was Sir Gilbert Parker, the famous English novelist. But upon receipt of a script of his own novel, "The World for Sale," which was adapted for the screen by J. Stuart Blackton, he changed his mind, while a view of the finished product entirely convinced him. The following is the letter he wrote Mr. Blackton on receipt of the scenario:

My dear Mr. Blackton:

I have read the scenario of "The World for Sale" with close interest and great satisfaction. It is remarkable how much you have got into it and I think you have handled the whole business with great skill. It does credit to your experience. Do you want the scenario back? I hope not as I should like to keep it. It is a thing to make one believe in motion pictures. Thanks and good luck.

Gilbert Parker.

Sir Gilbert's comments on the finished product were even more enthusiastic as were those of the critics who assembled to view the first Paramount production of the noted director and his splendid cast. "The World for Sale" is to be shown on ..... at the ..... Theatre.



## SIR GILBERT PARKER UNCONSCIOUS PROPHET OF PHOToplay

Distinguished Author's works to be filmed for  
Paramount by J. Stuart Blackton.

J. Stuart Blackton, whose affiliation with Paramount was recently announced, will bring to the screen practically all the works of Sir Gilbert Parker, the eminent English novelist. "The World for Sale," "Judgment House" and "Wild Youth" are three of the important novels controlled by Mr. Blackton who holds outright the moving picture rights of practically all of Sir Gilbert's present available works and whatever fiction he may write in the future.

As far back as 1894, Sir Gilbert Parker said: "What has struck me with the romanticist is this--that while romanticists like Dumas, Victor Hugo, Robert Louis Stevenson, Conan Doyle, Quiller Couch, Rudyard Kipling, for whom I have the greatest respect, deal often and literally in blood, the blasting of battleships and the hacking to pieces of armies, there is always running through their work the divine element of courage and hope. Unconsciously the romanticist is an optimist. Out of the extreme realism of our lives, we are turning to dwell upon these larger adventures."

Since that time, Sir Gilbert has come fully to recognize the motion picture field as one in which "We are turning to dwell upon these larger adventures." His association with Mr. Blackton, in the adaptation of his stories into photoplays was one of keen personal interest.

Sir Gilbert Parker's books are especially well adapted to picturization. In them the breath of romance, the great outdoors, the strong characterizations of his figures of fancy, the absorbing plot--at once intricate and clearly worked out--are all features that will fit into film stories with particular appropriateness. Mr. Blackton, in his production of Gilbert Parker's photoplays, will add a decided note of that same "divine element of courage and hope" spoken of by the famous author years ago.

The second of these Paramount productions offered by Mr. Blackton is "The World for Sale" which has been one of the most popular stories of the epoch, and which is to be shown on ..... of ..... week, at the ..... Theatre.

**If you want help, ask us. We have a real Service Department**



**For exhibitors information or house organ—cast and story of  
“THE WORLD FOR SALE”**

**THE STORY**

A tale of two rival villages in Canada, separated by a river, "The World for Sale," deals mainly with the life and problems of a man by the name of Max Ingolby who seeks to unite the two townships into one strong city and to put an end to the old feud which exists between them.

At the opening of the play we meet Fleda, the heroine of the story and daughter of Gabriel Druse the gypsy king. Gabriel Druse, although a gypsy, is a man of very high intellect who mingles freely with the men of both villages.

Fleda is extremely beautiful and is loved by three men. The first of these is no less a personage than Ingolby himself, whose regard she returns. Another is Marchand, the leader of the rough element in the French town, a rascal in every sense of the word.

The third suitor is Jethro Fawe, a Gypsy to whom Fleda was married in their childhood according to an old Gypsy rite. Both Marchand and Jethro are jealous of Ingolby because of his success and because they see that he also has fallen in love with Fleda.

Jethro, the more fiery of the two, attempts to assassinate Ingolby but is not successful and is driven out of town by Ingolby. In the meantime, Marchand has inaugurated strikes and unrest among the French population at Manitou, and when Ingolby goes to quiet the men, a drunken sailor hurls a missile at him and he is made blind.



Jethro, now an outcast, goes to Fleda's home that night and under her window sings the story of what had happened to Ingolby, in revenge. Fleda's father, however, the old Gypsy king, finds him there and puts the dread Gypsy curse of death upon him.

Now that Ingolby is ill, the fight between the two towns grows to a serious extent. Gabriel Druse is made head constable and, with the aid of the Catholic priest, succeeds in establishing a temporary peace.

For some time Ingolby lies ill and blind, and attended by Fleda, for whom he comes to have even a deeper love. It is often only his love for her which keeps him from committing suicide at the thought of his helplessness. One afternoon he senses trouble and gropingly makes his way to the bridge which he had built and which is the only thing that joins the two towns. He arrives just in time to prevent its being dynamited by two Manitou men, and Druse finds him there, collapsed, after it is all over.

In the meantime Fleda has been kidnapped by the outlawed Jethro and the gypsies, and is taken to the gypsies' celebration, which she is made to believe is the celebration of her marriage to Jethro. She is strangely impressed by the gypsy music and dancing and finds herself in a moment of weakness almost tempted to yield to Jethro, but is saved by the memory of Ingolby and at the crucial moment is rescued by her father.

Ingolby suddenly regains his sight and appears among the surprised hostile population in time to suppress another riot. While he is addressing them and attempting to conciliate them, news comes that the Catholic church on the other side of the river is on fire. The church is saved by Ingolby's modern fire brigade, but the tavern nearby, the meeting place of the conspirators, also catches fire and is not saved. Tekewani, the Indian Chief, effects a thrilling rescue of Marchand, who was sleeping upstairs in a drunken stupor. Knowing his villainies, the old Indian is tempted to kill the man after having saved his life, but is prevented by his daughter, Summer Song.

In the final scene Fleda renounces her right to rule over the Gypsies, saying that she has forsaken her race and religion to marry Ingolby.





## Press Book-Exhibitor's Aids

# J. STUART BLACKTON

The Master of ScreenCraft

*presents*

## “Wild Youth”

From the novel of Sir Gilbert Parker

Picturized and produced under the personal direction of

J. Stuart Blackton

*A H P E R C A N T Pictures*

Louise Mazarine.....	Louise Huff
Joel Mazarine.....	Theodore Roberts
Orlando Guise.....	Jack Mulhall
Li Choo.....	James Cruze
Orlando's mother.....	Adele Farrington

Picturized and produced under the personal direction of  
J. STUART BLACKTON

# Things You Need to Know About "Wild Youth"—A Paramount Picture

STARS .....	No star featured, but LOUISE HUFF, THEODORE ROBERTS and JACK MULHALL carry the picture.
DIRECTOR .....	George H. Melford, under personal supervision of J. STUART BLACKTON.
AUTHOR .....	Sir Gilbert Parker, author of "The Judgment House," "The World for Sale," etc.
SCENARIO .....	J. Stuart Blackton.
CAMERAMAN .....	Paul Perry.
STORY .....	Young girl married to older man who abuses her is saved by young neighbor who afterwards, accused of the murder of the old husband, clears himself and marries the girl.
THE PLAYERS .....	Louise Huff, Theodore Roberts, Jack Mulhall, James Cruze, and Adele Farrington—practically an all-star cast.
PHOTOGRAPHY .....	Excellent throughout—lightings good.
EXTERIORS .....	Taken in Bear Valley, California, and around Hollywood and Los Angeles.
REMARKS .....	By far the best Blackton production so far made for Paramount. Has received a tremendous amount of favorable criticism.

## ACCESSORIES

(Obtainable at your Exchange)

### Paper

Two 1 sheets  
Two 3 sheets  
Two 6 sheets

### Photos

10 8x10 black and white  
8 11x14 colored gelatine  
2 22x28 colored gelatine  
8x10 photos of star

### Cuts and Mats on Production

Five one-column  
Three two-column  
Two three-column

### Stock Cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

### Series of Advertising Layouts: Mats

### Press Book with sales talk, card and letter announcements, suggestions for lobby and other displays.

### Slides

### Music Cues

## MUSIC CUES AVAILABLE AT YOUR EXCHANGE OR IN "PROGRESS-ADVANCE"

### THE PLAYERS

Louise Mazarine...Louise Huff  
Joel Mazarine

Theodore Roberts

Orlando Guise....Jack Mulhall

Li Choo.....James Cruze

Orlando's Mother

Adele Farrington

Picturized and produced under  
the personal direction of  
J. Stuart Blackton

**Order Your Accessories  
NOW from the list at the  
left and the Illustrations  
in this book.**

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Want to Know, Accessories,  
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and latest releases

# Ad-Cuts and Mats that get across—and bring something back.

You want advertising matter that actually brings them in. The best proof that the ad-cuts furnished by the Famous Players-Lasky Corporation pay is the fact that the call to them has increased three-fold in three months; and that, of the new users, 94% have reordered. Get in the growing army.

## Exhibitor's Theatre

**J. Stuart Blackton**

The Master of ScreenCraft presents

"Wild Youth"

From the novel of SIR GILBERT PARKER

Picturized and produced under the personal direction of J. STUART BLACKTON



A Paramount Picture

A superb cast that includes  
**LOUISE HUFF and THEODORE ROBERTS**

and a story that is internationally famous, combined to make a picture that you simply cannot afford to miss.

Show Paramount-Bray Pictograph No. N 2039

"How They Broke the Freight Congestion."

A picture of current interest.

Are you reaping the profits that  
Paramount-Mack Sennett Comedies  
bring to live-wire exhibitors.

Musical Program.

Name of Exhibitor's Theatre

# J. Stuart Blackton

The Master of ScreenCraft presents

"Wild Youth"

From the novel of SIR GILBERT PARKER

Picturized and produced under the personal direction of J. STUART BLACKTON



A Paramount Picture



A picture based on one of Sir Gilbert Parker's famous books is bound to be good. Portrayed by a cast that includes

**LOUISE HUFF and THEODORE ROBERTS**

Doesn't that sound good to you? Don't fail to see it.

Show Paramount-Bray Pictograph N 2039

"How They Broke the Freight Congestion."

A picture of current interest.

Are you reaping the profits that

Paramount-Mack Sennett Comedies

bring to live-wire exhibitors

Musical Program



# Name of Exhibitor's Theatre J. Stuart Blackton

The Master of Scenecraft presents

## "Wild Youth"

From the novel of SIR GILBERT PARKER.

Picturized and produced under  
the personal direction of J. STUART BLACKTON



## A Paramount Picture



A remarkable story and a remarkable cast. We are proud to be able to offer you a story by world-famous Sir Gilbert Parker, portrayed by such popular favorites as

**LOUISE HUFF and THEODORE ROBERTS**

This is one of those rare pictures that you simply cannot afford to miss.

Show Paramount-Bray Pictograph No. N 2039

*"How They Broke the Freight Congestion"*

A picture of current interest.

Are you reaping the profits that  
Paramount-Mack Sennett Comedies  
bring to live-wire exhibitors

MUSICAL PROGRAM

## FORMAL TESTS

Formal tests are statistical tests which are based on the concept of null hypothesis. Null hypothesis is a hypothesis which states that there is no difference between the two variables. If the null hypothesis is rejected, it means that there is a significant difference between the two variables.

## FORMAL TESTS AND THEORIES

Formal tests are used to test the hypotheses about the population parameters. The hypotheses are usually stated in terms of the population parameters. The null hypothesis is usually stated as "There is no difference between the two variables".

The formal tests are based on the concept of null hypothesis. The null hypothesis is a hypothesis which states that there is no difference between the two variables.

**SUGGESTED MAIL CAMPAIGN FOR "WILD YOUTH."**  
**FROM EXHIBITORS' SERVICE DEPARTMENT**  
**485 Fifth Avenue, New York**

ADVANCE POST CARD No. 1

(To be sent 9 days before showing)

Dear Madam:

At the .....  
theatre on .....

will be shown a new Paramount Picture called "WILD YOUTH." It is a screen adaptation of the literary masterpiece of Sir Gilbert Parker, which is a fascinating story and will appeal to all ages. We shall hope to see you at the theatre on that evening.

Manager.

ADVANCE POST CARD No. 2

(To be sent 6 days before showing.)

Dear Madam:

In the new Paramount Picture called "WILD YOUTH" which is coming to the ..... theatre next ..... there will be an all-star cast, including Louise Huff, Theo. Roberts, Jack Mulhall and Adele Farrington.

Appealing little Louise Huff is at her winsome best. It is one of the season's best pictures. Don't forget the date .....

Manager.

**SUGGESTED LETTER**

Dear Madam:

When "WILD YOUTH," by Sir Gilbert Parker, was published, it was considered one of the six best sellers of the year. It has now been produced for the screen by J. Stuart Blackton, and has received a tremendous amount of favorable criticism.

The story deals with the familiar call of youth for youth, and proves that the drawing together of people about the same age works as surely as that gravitation pulls the apple from the tree, and that old age which tries to hold back the youngsters of its generation will only be defeated.

It is the story of a young girl married to an old man who abuses her, and how she is saved after a runaway accident by a young neighbor. There exists between them, unacknowledged even to themselves, a sort of tacit understanding, a sympathy, unspoken, unobserved, yet strong in itself. Matters seem inextricably tangled when a quick turn of fate leaves the girl a widow. The Chinese servant, Li Choo, plays a prominent part when he lends a helping hand to the young lovers, and the young widow feels she owes him a debt of gratitude at least.

As the story has a very happy ending, we can promise you an evening of rare entertainment and amusement. We trust you will come early and bring your family with you.

Manager.

**FOLLOW UP POST CARD**  
(To be sent on date of showing.)

Dear Madam:

"WILD YOUTH," with Louise Huff and Theodore Roberts, is the attraction at the ..... theatre today. We are sure you will enjoy the outdoor scenes, which were filmed in Sunny California, as well as the pretty love story.

Manager.



Cover your town with this paper and you will fill  
every seat on every performance

Always obtainable at your Exchange



Three Sheet



One Sheet



One Sheet



Three Sheet



Six Sheet

$$\left\{ \frac{1}{2} \int_{\mathbb{R}^d} | \nabla f(x) |^2 \, dx \right\}_{f \in \mathcal{F}} = \left\{ \int_{\mathbb{R}^d} \frac{1}{2} | \nabla f(x) |^2 \, dx \right\}_{f \in \mathcal{F}}$$

$$H^{\alpha}_{{\rm loc}}(\mathbb{R}^d; \mathbb{C}^m) = \left\{ u \in L^2_{\rm loc}(\mathbb{R}^d; \mathbb{C}^m) : \partial^\beta u \in L^2_{\rm loc}(\mathbb{R}^d; \mathbb{C}^m) \text{ for all } |\beta| \leq \alpha \right\}$$

# ADVERTISING SUGGESTION FOR "WILD YOUTH"

## FROM EXHIBITORS' SERVICE DEPARTMENT

**LOBBY** You could have a large bird cage hanging in your lobby with a figure to represent Louise Huff inside for display purposes; have a cut out of an old man looking in to the cage grinning at her, and on the side, a figure dressed as a Chinaman opening the door of the cage, with a sign reading:

*"This is not the proverbial gilded cage but more in the nature of prison bars.  
Come inside and see how "WILD YOUTH" kills two birds with one stone."*

Over the head of the Chinaman a card could read:

**"THE LIBERATOR"**

**STREET** Outside of the theatre you could have a horse standing on which is an empty saddle, and a sign reading:

*"Missing—The Rider of this Horse. 'WILD YOUTH,' the Paramount Picture showing here today, will show you where she was found."*

**CAR** Have a reproduction of your Lobby Display and reading matter as follows:  
**CARDS:** *"Go to the ..... Theatre on ..... and see 'WILD YOUTH' break loose from its cage."*

**WINDOW** Your department store or whoever handles bird cages could make a fine display:  
**DISPLAY:** play of all styles and kinds and link this up with the Paramount Picture of "Wild Youth" at the ..... theatre," giving the date.

Your harness store could have the figure of a horse standing in the window or outside the door with a handsome saddle thereon, and reading matter something like the following:

**"WHAT HAPPENED TO THE RIDER OF THIS HORSE?"**  
*At the ..... Theatre on ..... 'Wild Youth' will tell you."*

Your bookstore could display the book entitled "Wild Youth" as well as the other recent books of Sir Gilbert Parker, and a card in the window could read:

*"Before you go to the ..... Theatre on ..... to see the Paramount Picture Wild Youth,' it would be a good idea to read the book of the same name by Sir Gilbert Parker."*

The live exhibitors are paying more and more attention to Window Display and there are great possibilities for it in this production. If you have never tried this form of advertising, begin with this picture and possibly we can help you on the next production with some new and original ideas. It's worth trying so—DO IT NOW.

**NEWSPAPER** You could also have a reproduction of your Lobby Display linked up **ADVERTISING:** with your newspaper ads. and reading matter, such as:

*"Theodore Roberts, the Inimitable, plays the part of the crusty old husband in the new Paramount Picture, 'Wild Youth.' It is the old story of the call of youth to youth and the final downfall of old age when it tries to triumph over it. Don't fail to see this picture at the ..... theatre on ....."*

### A CHINAMAN TO THE RESCUE

A lynx-eyed, silent footed Chinese servant lends a helping hand to the young lover when circumstantial evidence points strongly to him. At the ..... theatre on ..... , 'Wild Youth' will tell you the rest of this thrilling story."

For Further Advertising Suggestions Please Write to  
**THE EXHIBITORS' SERVICE DEPARTMENT**  
485 Fifth Avenue, New York



## ADVANCE PUBLICITY

Newspaper shorts to be sent out three or four days in advance of the first showing of "Wild Youth."

Patrons of the ..... Theatre will be interested in the announcement that Sir Gilbert Parker's "Wild Youth," a literary masterpiece, and one of the "six best sellers" of the year of its publication, has been produced for the screen by J. Stuart Blackton and is to be shown at that Theatre on ..... The production is practically an all-star photoplay as the cast includes Louise Huff, Theodore Roberts, Jack Mulhall, James Neill and Adele Farrington.

A story of the age-old call of youth to youth will be found at the ..... Theatre next week when the J. Stuart Blackton Paramount photoplay, "Wild Youth," will be shown. "Wild Youth" is an adaptation of Sir Gilbert Parker's famous book by that name and has been picturized and personally directed by Mr. Blackton himself. The story deals with the love of a young rancher for the girl wife of a crusty old neighbor,--the latter role being taken by the inimitable Theodore Roberts. The old husband is murdered and for a time the dark shadow of suspicion points to the girl wife and her young admirer--but events prove that another agent brought about his end. The photography which is by Paul Perry, adds greatly to the charm of the picture and the outdoor scenes, filmed in Sunny California, will be greatly appreciated.

A third of the popular Blackton Paramount pictures, Sir Gilbert Parker's "Wild Youth," will be the attraction at the ..... Theatre next week. Two former Blackton releases, also by Sir Gilbert Parker, have already been completed, in the East. "Wild Youth" was filmed in and around Hollywood, California, and it is said that the outdoor scenes are particularly magnificent. The story is one of the eternal call of youth to youth, and deals with the love of young Orlando Guise, a rancher, for the wife of his crusty old neighbor, Mazarine. Their affair seems perfectly hopeless to the two young people, who are both unhappy until Fate, in the shape of a certain sphinx-eyed Chinese servant aids them. There is a trial during the course of which it seems that the young man must certainly be condemned until--but we will leave you to see the rest of this extremely thrilling picture for yourself at the ..... Theatre.



## CURRENT PUBLICITY

Newspaper shorts to be sent out during the first showing of  
"Wild Youth."

---

An all-star Paramount picture, picturized and produced under the personal direction of J. Stuart Blackton, is "Wild Youth," now showing at the ..... Theatre. This is an adaptation of one of Sir Gilbert Parker's most popular novels and boasts a splendid cast including Louise Huff, Theodore Roberts, Jack Mulhall, James Cruze and Adele Farrington.

The story is familiar to all lovers of fiction, dealing with the call of youth to youth and the final downfall of old age which tries to hold back the youngsters of its generation. Theodore Roberts plays the old husband of a young wife, who is Louise Huff--while the lover is Jack Mulhall. Well worked out, clear cut and wholesome, "Wild Youth" appeals to all ages and will be one of the most popular of the season's pictures.

---

A fascinating story is "Wild Youth," the Paramount picture now being played at the ..... Theatre. This was picturized from Sir Gilbert Parker's novel by J. Stuart Blackton, who also personally supervised its direction. It is a story of a young girl married to an aged man who abuses her. She is saved after a runaway accident by a young neighbor, who later is accused of her husband's murder. He clears himself, however, through certain unexpected evidence which appears, and a few months later the two young people are happily married. The cast includes Theodore Roberts, Louise Huff, Jack Mulhall, James Cruze and Adele Farrington.

---

Cameraman Paul Perry has produced some of his very best work in J. Stuart Blackton-Paramount pictures in the newest, "Wild Youth," which is to be shown this week at the ..... Theatre. Many of the exteriors are of rare beauty, while the appealing little Louise Huff, who always photographs extremely well, is at her winsome best. Other players in the all-star cast are Theodore Roberts, Jack Mulhall, James Neill and Adele Farrington.

The story, which is an adaptation from Sir Gilbert Parker's novel of the same name, deals with the age-old call of youth to youth and the love of a young girl-wife for a neighbor while her old husband--fully old enough to be her father--grows more and more cruel with his increasing jealousy. Matters seem inextricably tangled when a quick turn of fate leaves Louise a widow. For a while the young lover is accused of the murder of her husband, but Li Choo, a Chinese servant, confesses and the two youngsters are free to work out their happiness together.

15.000 m<sup>3</sup> - 70%

## REVIEW.

Newspaper short to be sent out the day following the first showing of  
"WILD YOUTH."

Having already successfully presented two of Sir Gilbert Parker's famous novels, "The World for Sale" and "The Judgment House" on the screen, J. Stuart Blackton, called "the master of screencraft," now brings forth "Wild Youth," a Paramount Picture. Its success at the ..... yesterday amounted practically to a furore and the three popular players, Louise Huff, Theodore Roberts and Jack Mulhall, each won new laurels in their clever impersonations.

Louise Huff as Louise Mazarine, the girl wife of old Joel Mazarine, which part was played by Theodore Roberts, meets and instantly falls in love with Orlando Guise, their neighbor, and a rancher like her husband.

From the instant their eyes meet, the two are irrevocably drawn together by the sheer spirit of youth and high spirits. Their first meeting, when Orlando has rescued Joel from a gang of outlaws who attempt to rob him, draws them together under unusual circumstances and gives them the impression of having known each other for a tremendous length of time.

Thereafter, there exists between them, unacknowledged even to themselves, a sort of tacit understanding, a sympathy, unspoken, unobserved, yet strong in itself. When old Joel's treatment of his wife drives her out on a mad solitary ride across the desert and she is thrown from her horse and Orlando is at hand to save her in some miraculous manner, matters come to a climax and the two realize fully that they love each other.

Even then no sign is given and Orlando cares for her as tenderly and impersonally as if she had been his small sister, indeed, more so. The old husband, however, when they return together allows his worst nature to come to the fore and voices all the base suspicions to which he is a prey.

There is a lynx-eyed, silent footed Chinese servant of old Joel's who lends a helping hand to the young lovers, and he it is who confesses to Joel's murder a few days later when circumstantial evidence points strongly to Orlando. Joel's treatment of his young wife and the frequent beatings administered to his servant have won him the enmity of everyone and there are no mourners except perhaps, Louise herself, who fancied she owed him a debt of gratitude at least. However, as might be expected, the story ends in a most satisfactory manner with the wedding of Orlando and Louise.



# For Exhibitors' Information and house organ—the story and the players of "WILD YOUTH."

## T H E   S T O R Y

"Wild Youth" is a story of the love of youth for youth--that immutable law which has controlled the destinies of men and women from immemorial ages. Louise Mazarine is but a slip of a girl when she becomes the wife of Joel Mazarine who, in turn, is sixty-five years of age. These two are the violations of this immutable law of love and youth. The drawing together of Orlando and Louise works as surely as gravitation pulls the apple from the tree.

Joel Mazarine is to his girl-wife but a jailor, and she is to him merely the pretty payment for a ten-thousand-dollar mortgage. Thus neither is happy and each feels that the other is sorrowful.

Orlando Guise and his mother, a frivolous old lady, are the joint owners of a large ranch near that of the Mazarines. When Louise looks into Orlando's laughing eyes one day for the first time, her spirit is wholly alive, for she feels the eternal call of youth to youth.

Joel Mazarine, shortly after, is attacked near his ranch with robbery as a motive and through the intervention of Orlando, the old man's life is saved. As, after that, Orlando becomes a frequent visitor at the house of Mazarine, the jealousy of the old husband is aroused.

The Chinese servant of Mazarine, old Li Choo, acting as messenger between Louise and Orlando, is suspected by his master of being in league with the young lovers, and it is he who receives the cruel blows



of the whip when Joel threatens to beat Louise in a passionate fit of anger and pique.

Shortly afterward, Louise is thrown from her horse while riding alone in the desert and is rescued by Orlando, whose horse, startled, runs away and leaves them stranded there. This brings matters to a crisis, for old Mazarine is furious on Louise's return and again threatens to beat her.

She manages to escape, however, and takes refuge with a friend of the young doctor--a kindly Mrs. Doyle, at the latter's ranch. Here the enforced quiet and idleness soon restore her to health.

In the meantime Mazarine becomes more and more vicious in his treatment of his servants, particularly Li Choo, whom he blames for his wife's departure. Orlando and Mazarine clash over a land deal and again the old man succumbs to the young, thus doubly increasing his fury and thirst for revenge. He makes a will disinheriting Louise, but his lawyer, who, like everyone else, is a friend of the young Mrs. Mazarine, prevents his signing it.

Some time later, when Mazarine is found dead at the roadside, suspicion falls on Orlando, for he had been the first to discover the tragedy. The circumstantial evidence is strong against the accused man, but within a short time an unsuspected element is brought into play.

This is the confession of Li Choo, the servant, who gives himself up as the murderer. Facts come to light which show that Li Choo had at one time been a great man in his own country but had fled after committing a murder--quite as justifiable as this--but nevertheless, punishable by the law of his country with death or exile. Li Choo admits that his motive for the murder of Mazarine was the terrific beatings he had received, as well as the cruelty to Louise.

Now that he has made atonement for his first crime by working for "low people," the law of his country demands that he take his own life or receive the severest penalty for the second. This he proceeds to do in spite of all efforts.

Six months afterwards Louise and Orlando are married with great rejoicing and festivities along all the countryside.



THE SPIRIT OF YOUTH IS IMMORTAL AND THIS BLACKTON-PARAMOUNT PICTURE APPEALS TO YOUTH AND OLD AGE ALIKE



STOCK PRODUCTION CUTS AND MATS

# "Wild Youth"



J STUART BLACKTON presents "Wild Youth". A Paramount Picture



J STUART BLACKTON presents "Wild Youth". A Paramount Picture  
5751



J STUART BLACKTON presents "Wild Youth". A Paramount Picture



J STUART BLACKTON presents "Wild Youth". A Paramount Picture  
5752



J STUART BLACKTON presents "Wild Youth". A Paramount Picture  
5753



J STUART BLACKTON presents "Wild Youth". A Paramount Picture  
5754



J STUART BLACKTON presents "Wild Youth". A Paramount Picture  
5755



J STUART BLACKTON presents "Wild Youth". A Paramount Picture  
5756



J STUART BLACKTON presents "Wild Youth". A Paramount Picture  
5757



J STUART BLACKTON presents "Wild Youth". A Paramount Picture  
5758

ISSUED IN SETS OF TEN, CONSISTING OF

Centre Row—Three two-Column Cuts and Mats

Top Row—Two Three-column Cuts and Mats

Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above. Always Obtainable at Your Exchange.

# CURRENT PARAMOUNT AND ARTCRAFT PICTURES IN THE ORDER OF THEIR RELEASE



PAULINE FREDERICK . . . . . "Mrs. Dane's Defense"  
 GEORGE BEBAN . . . . . "Jules of the Strong Heart"  
 JACK PICKFORD and LOUISE HUFF . . . . . "The Spirit of '17"  
 WALLACE REID . . . . . "Rimrock Jones"  
 BLACKTON'S . . . . . "The World for Sale"  
 JULIAN ELTINGE . . . . . "The Widow's Might"  
 CHARLES RAY . . . . . "The Hired Man"  
 PAULINE FREDERICK . . . . . "Madame Jealousy"  
 VIVIAN MARTIN . . . . . "A Petticoat Pilot"  
 ENID BENNETT . . . . . "The Keys of the Righteous"  
 SESSUE HAYAKAWA . . . . . "Hidden Pearls"  
 GEORGE BEBAN . . . . . "One More American"  
 ANN PENNINGTON . . . . . "Sunshine Nan"  
 CHARLES RAY . . . . . "The Family Skeleton"  
 BILLIE BURKE . . . . . "Eve's Daughter"



ELSIE FERGUSON . . . . . "Rose of the World"  
 WILLIAM S. HART . . . . . "Wolves of the Rail"  
 MARY PICKFORD . . . . . "Stella Maris"  
 CECIL B. DEMILLE . . . . . "The Whispering Chorus"  
 ELSIE FERGUSON . . . . . "The Song of Songs"  
 WILLIAM S. HART . . . . . "Blue Blazes Rawden"  
 MARY PICKFORD . . . . . "Amarilly of Clothesline Alley"

## SPECIAL FEATURE RELEASES Maeterlinck's - - "The Blue Bird,"

## ONE and TWO REEL PICTURES AT ALL PARAMOUNT and ARTCRAFT EXCHANGES SHOW THEM WITH THE BIG FEATURES

### PARAMOUNT-BRAY PICTOGRAPHS

B6047—The Diary of a Dog Chauffeur  
 Making Cord to Bind Uncle Sam's Harvests  
 B6048—War Dogs  
 Knit Your Bit  
 Cartoon—Bobby Bumps' "Tank"  
 B6049—The Destructive Power of the T.N.T.  
 The New Art of Dress  
 Catroon—Goodrich Dirt and the Duke of Watanob  
 B6050—Evolution of the Dance  
 Flour from Potatoes  
 The Panama Canal (Diagram)

### PARAMOUNT-MACK SENNETT COMEDIES

An International Sneak The Kitchen Lady  
 That Night His Hidden Purpose  
 Taming Target Center Watch Your Neighbor  
 Sheriff Nell's Tussle

### KLEVER KOMEDIES

Faint Heart and Fair Lady  
 Knutty Knitters  
 Toothaches and Heartaches  
 The Installment Plan  
 O. U. Boat  
 Meatless Days and Sleepless Nights  
 He Got His

### PARAMOUNT-BURTON HOLMES TRAVELOGUES

T1143—Sydney, the Antipodean Metropolis  
 T1144—A Trip to the Jenolan Caves of Australia  
 T1145—Melbourne the Magnificent  
 T1146—Round About Melbourne  
 T1147—Adelaide, Capitol of South Australia  
 T1148—Round About Adelaide  
 T1149—Hunting Kangaroos from Motor Cars  
 T1150—Tasmania, the Garden of Australia

### PARAMOUNT-ARBUCKLE COMEDIES

The Butcher Boy	Oh Doctor
A Reckless Romeo	Fatty in Coney Island
The Rough House	A Country Hero
His Wedding Night	Out West

### PARAMOUNT SERIALS AND SERIES

Who Is Number One? (15 2-reel series)

Episode 10—Wires of Wrath  
 " 11—The Rail Riders  
 " 12—The Show Down  
 " 13—Cornered  
 " 14—No Surrender  
 " 15—The Round Up

"Children of Democracy"—Featuring BENJAMIN CHAPIN (10 2-reel episodes.)

# *Cityland* "MISSING"



Produced by  
J. Stuart Blackton

Exhibitor's Press Book and Aids  
Charles Kenmore Ulrich, Editor

Your Music Cues are Waiting at the Exchange



FAMOUS PLAYERS - LASKY CORPORATION  
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General  
NEW YORK



PRODUCTION CUTS AND MATS

# J. STUART BLACKTON presents "MISSING"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.  
Centre Row—Three Two-Column Cuts and Mats.  
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above

Always Obtainable at Your Exchange

# EXHIBITOR'S PRESS BOOK

## PUBLICITY AND ACCESSORIES



PRESS  
STORIES

AD CUTS  
and MATS



## Editorial Chats on J. Stuart Blackton's, "Missing"

### AN ALL-STAR CAST

**I**N this production, practically an all-star cast appears. Thomas Meighan, who is well-known to the motion picture loving public, is seen as an English nobleman, while Robert Gordon, a young actor of prominence, appears as a British army lieutenant. Sylvia Breamer, a beautiful Australian, who has been seen in many notable pictures, plays the role of the wife of an army officer, who is under the domination of her scheming sister, a role portrayed by Ola Humphrey, for many years a leading actress on the legitimate stage. Others in the cast include Molly McConnell, Winter Hall and Kathryn O'Connor, three screen players of ability.

### THE AUTHOR

**T**HREE are few better known writers than Mrs. Humphrey Ward, author of "Missing," a novel that achieved distinct success. Mrs. Ward is a dramatic writer of great strength, and her story is not only timely, but one of unusual dramatic power and great heart interest.

### THE DIRECTORS

**T**HIS picture was produced under the supervision of J. Stuart Blackton, with the assistance of James Young, a leading West Coast director, and his capable assistant, Albert Dorris. The scenario was prepared by Mr. Blackton and James Young, and none of the beauties of Mrs. Humphrey Ward's novel has been ignored. In their picturization of this famous story, they have translated to the screen, with remarkable effect, a photoplay that will linger long in the memory of all who see it. Mr. Blackton is favorably known through his recent picturizations of the novels of Sir Gilbert Parker, and all of his pictures are characterized by finished artistry and fidelity to life and truth.

### THE PHOTOGRAPHY

**T**HE excellent photography evidenced in this production, is the work of William O'Connell, one of the best known cameramen in the country. Some remarkable battle scenes are shown, but not the

least effective are the scenes in the beautiful green countryside of England, all of which have been presented with artistic effect.

### A STORY OF LOVE AND WAR

**T**HIS is an unusually dramatic story of love and war, the theme dealing with two sisters, an army officer and a British nobleman. The elder of the girls designs to marry her sister to some man of wealth, but she weds a poor army officer, who goes to France after a brief honeymoon, where he is soon reported as missing. The elder sister withholds this news from her sister, in the hope, that her husband may die, and that her sister will marry the nobleman. The young wife later learns the truth, however, and when her husband strays back to the British lines, his health wrecked and mind gone, she rejoins him and succeeds in restoring both health and memory, by the aid of a love song that they were wont to sing in their courting days. The story is highly dramatic, the action strong and rapid, and there are many situations filled with distinct thrill and heart appeal.

### GENERAL REMARKS

**T**HIS picture is an excellent subject for exploitation by exhibitors, who will no doubt find it a box office attraction of superior

merit. The prominence of J. Stuart Blackton, the producer, as well as the popularity of the players themselves, all of whom are screen stars of unusual talents, insures a picture of the highest merit. Exhibitors will be wise to make full use of the accessories and special stories shown in another part of this press book.

### SERVICEABLE PRESS BOOKS

**E**VERY effort is being made by the editor to make the Paramount and Artcraft Press Books really serviceable to exhibitors. While we think we are succeeding, we nevertheless request the co-operation of exhibitors to the end that they become even more serviceable than they are at present. Have you any suggestions to offer? Let us have your ideas on the subject.

# ADVERTISING CAMPAIGN

## For the Exploitation by Exhibitors of J. Stuart Blackton's "MISSING" A Paramount Picture

**LOBBY DISPLAY** Place a small field piece of artillery in your lobby, with several khaki clad figures beside it, with this placard:—

"WHICH OF THESE BRAVE BOYS WILL BE MISSING AT THE NEXT ROLL CALL? WHAT HAPPENED TO ONE OF THEM IS REVEALED IN 'MISSING' WHICH WILL BE SHOWN HERE NEXT .....

If war trophies, such as helmets, shells, etc., are available, they might be displayed to advantage with this placard:—

"THE OWNERS OF THESE OBJECTS ARE MISSING. SEE SOME OF THE MISSING IN 'MISSING' WHICH WILL BE DISPLAYED HERE NEXT .....

**WINDOW DISPLAY** Have music dealers make a special display of songs, in connection with the figure of one or more khaki clad British soldiers, and this placard:—

"'BONNIE SWEET BESSIE' IS JUST A LITTLE LOVE SONG, BUT IT WON BACK NELL'S SOLDIER HUSBAND WHEN SCIENCE FAILED. SEE 'MISSING' AT THE ..... THEATRE NEXT ....., AND FIND OUT HOW."

Tailors making a specialty of uniforms might be induced to tie up with you by placing several uniformed figures in their windows with this card:—

"THOUSANDS OF TROOPS ARE REPORTED MISSING ON THE BATTLE FRONTS. WHOSE BOYS ARE THEY? SEE 'MISSING,' THE EPIC OF THE LOST SOLDIER, AT THE ..... THEATRE NEXT ..... FOR GLIMPSES OF REAL WAR."

**CAR CARDS** Print the figure of a soldier, rifle in hand, with this lettering:—

"IS YOUR SON, BROTHER OR HUSBAND MISSING? EVERY MAN, EVERY WOMAN SHOULD SEE 'MISSING' AT THE ..... THEATRE AND LEARN HOW A BRAVE GIRL MET A GREAT SITUATION AND SAVED A BRAVE MAN."

**STREET ADVERTISING** Have several men in uniform, with a piece of field artillery, and an "A" tent, stationed on a motor truck, flying the United States flag, and place this sign in a conspicuous place:—

"THOUSANDS OF BRAVE BOYS AT THE FRONT ARE MISSING, WILL THEY EVER RETURN TO THEIR WIVES, MOTHERS AND SWEETHEARTS? SEE 'MISSING' AT THE ..... THEATRE AND YOU WILL LEARN HOW ONE OF THEM CAME BACK."

**NEWSPAPER ADVERTISING** Exhibitors should play up the patriotic idea in their exploitation of this picture. The production cuts and mats, of various sizes, not to speak of the specially written publicity stories printed elsewhere in this Press Book, will be found to be exceptionally serviceable.

# SPECIAL FEATURE STORY

For Use of Exhibitors in House Organs or by Editors Desiring Exclusive Matter  
Regarding J. Stuart Blackton or "Missing"

A Paramount Picture.

## J. STUART BLACKTON SAYS NEW PRODUCTION "MISSING" IS THE BEST OF HIS CAREER

"Master of Scenecraft" States in Interview  
That Its Theme is Patriotic and Ennobling  
and Exceptionally Dramatic.

J. STUART BLACKTON, known as the "Master of Scenecraft," producer for Paramount of "Missing," his latest translation to the screen of a popular novel by Mrs. Humphrey Ward, the noted English novelist, which will be displayed at the ..... Theatre next week, declares that this is probably the most important production of his career.

This statement emanating from so experienced a film man as Commodore Blackton is in itself a splendid recommendation for the picture, which certainly carries with it a message that is both patriotic and poignant, visualizing the great problem that confronts the women of the Allied nations and those of our own country.

"War means sacrifice," said Commodore Blackton recently, "but it is not always a sacrifice that ends in despair, for, on the contrary, out of the great maelstrom of war is often bred the greatest moment in a man or a woman's life. And also, from the ranks of the "missing" frequently there return to their loved ones many who have been mourned as lost.

"This is the burden of the picture, 'Missing,' and, instead of instilling the elements of despair or misery, it portrays the happiness that can come out of sorrow. Likewise it is a powerful argument for patriotism, and shows the sort of stuff that the women of England are made of. And it is of just

this same splendid material that our own women are made."

The big men now in moving pictures were not in the business when the film industry was in its veriest infancy twenty years ago. Most of the men at the top of the ladder today in motion pictures were doing something quite different when the cinematograph first came into being.

J. Stuart Blackton is an exception to the rule. He began to be a power in moving pictures two decades ago when all there was to a film was a flicker of animated motion on a white sheet in an abandoned grocery store. From that day to this he has been a person to reckon with when moving pictures are in question.

As organizer and president of one of the first picture companies in existence he managed the affairs of the concern so well that he boosted the whole art right up to its feet and sent it striding along the path of glory it knows today.

J. Stuart Blackton is still comparatively a young man, a yachting enthusiast, a painter, an author, a producer and a patriot. One of the first to recognize the need of preparedness in this country, his "Battle Cry of Peace" marks one of the epochs in the preparedness propaganda of this country. He is a producer of big spectacular themes, but in every detail the artistry of the man is shown.

It is no wonder Commodore Blackton feels the bigness of his latest picture; that he felt it from the beginning, and that this same impression will be imparted to the spectators. James Young, a veteran director, directed "Missing" with J. Stuart Blackton supervising. It is destined to rank as one of the biggest and finest things that has been supplied for the screen, dealing either directly or indirectly with the international conflict.



# **Cast and Story of "Missing"**

**For Use of Exhibitors in Their House Organ or for General Publicity**

**A Paramount Picture.**

## **UNUSUAL STORY IS THE PHOTOPLAY OF "MISSING" BY J. STUART BLACKTON**

**Intensely Absorbing Theme of Love and War  
Presented in Practically All Star Picture  
Soon to be Displayed Here**

### **THE CAST**

Sir William Farrell.....	Thomas Meighan
Lieut. George Surratt.....	Robert Gordon
Dr. Howson.....	Winter Hall
Nell .....	Sylvia Breamer
Hester .....	Ola Humphrey
Mrs. Greysen .....	Mollie McConnell
Cicely .....	Kathlyn O'Connor

### **THE STORY**

**I**N an English village live Nell and Hester, two orphan sisters, the latter a proud woman who craves wealth and position, which she hopes to attain through the beauty of Nell, and whom she aims to marry to some rich man. But Nell loves Lieutenant Surratt, a poor army officer who is awaiting orders to go to the front. Nell agrees to marry him before his departure for France and she is preparing for that event when Hester learns of the project.

Hester rebukes both Nell and her fiance, but the former, after submitting for years to her sister's domination, finally rebels. Announcing her determination to marry Lieutenant Surratt, she accompanies her sweetheart to a rectory where they are quietly married. The couple go for a brief honeymoon trip to the North of England where Lieutenant Surratt rents a cottage for his bride and which is to be her home during his absence abroad with his regiment.

Lieutenant Surratt finally is called to the colors and after his departure, Hester makes her residence in Nell's home. Living in the neighborhood is Sir William Farrell, a crippled philanthropist who devotes his time and money to the care of disabled British troops for whom he has established a hospital and convalescent camp. Sir William meets Nell and pays her marked attention, a circumstance which convinces Hester that his interest in Nell is deeper than would appear on the surface. She artfully contrives to bring about frequent meetings between the two, but Nell treats this lightly as her love for her soldier husband is undiminished by time, but rather, increased because of his enforced absence.

Nell accompanies Sir William to his hospital one day, and at the sight of the maimed victims of the war, she swoons. Later Nell receives a letter from her husband informing her that the soldiers of his command frequently sing "Bonnie Sweet Bessie," a song she and her husband often had sung together when on their honeymoon. Lieutenant Surratt is shown in a dugout at the front preparing for a charge and a few days later Nell receives a message from the front announcing that her husband is missing. Nell is tormented by fear and terror.

A year elapses without definite news of Lieutenant Surratt, but Nell refuses to believe that he is dead and she a widow. A letter comes from Dr. Howson, who is at the front, announcing his belief that a soldier wearing a German uniform, deaf and suffering from loss of memory, whom he believes to be Lieutenant Surratt, had been brought in from "No Man's Land." This letter falls into Hester's hands and she conceals all knowledge of it from Nell whom she hopes to induce to wed Sir William. Hester rushes to France, recognizes Lieutenant

(Continued on Page 7)



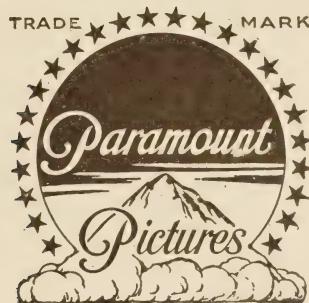
(Continued from Page 5)

Surratt, but believing his death imminent, she returns to England and refuses to disclose to Nell the object of her journey or its result.

A few days after her return, Nell receives a telegram from Dr. Howson which discloses Hester's perfidy, and she at once speeds to France to her husband's side. He fails to recognize her until one day when she sings "Bonnie Sweet Bessie" to him,

the strains of his favorite song restoring his memory, recognition and love. He regains his health under her careful ministrations and although keenly disappointed, Sir William finds solace in the thought that he has done something at least, to bring happiness into Nell's life.

"Missing" will be shown at the ..... Theatre next ..... with every accessory to make this one of the most notable presentations at Manager —'s playhouse.





# PRESS REVIEW

To Be Sent to the Newspapers Immediately After the First Showing of "Missing"

A Paramount Picture

## J. STUART BLACKTON'S WAR PHOTOPLAY "MISSING" SCORES ARTISTIC TRIUMPH

### Picturization of Mrs. Humphrey Ward's Famous Novel With Practically an All Star Cast, Is Favorably Received

SIMPLE, though dramatic in construction, J. Stuart Blackton's great photoplay, "Missing," presenting an all-star cast, was displayed with great success at the ..... Theatre yesterday. The picture, which is based upon the famous novel of Mrs. Humphrey Ward's, the scenario having been written by J. Stuart Blackton and James Young, made an instantaneous hit.

The story has to do with two sisters, Nell and Hester, who live in their simple home in England. Hester, the elder, craves riches and high social position, which she hopes to obtain by wedding her sister to a man of wealth, but, unfortunately for her plans, Nell falls in love with Lieutenant George Surratt, a poor British army officer, who is awaiting orders to go to the front in France. Despite her sister's protest she marries Surratt, and after a brief honeymoon trip to the North of England, where he installs his bride in a handsome cottage, Lieutenant Surratt leaves for the front. Sir William Farrell, a wealthy Englishman, who is lame and who has established a hospital and camp for convalescent troops, meets Nell and falls in love with her. This passion on his part is stimulated by Hester, who contrives clandestinely to bring about many meetings between Sir William and Nell, but

Nell loves her soldier husband and shows no interest whatever in Sir William's devoted attention to her.

One day Hester intercepts a letter from the British military authorities announcing that Lieutenant Surratt is among the missing. Although grief-stricken, Nell refuses to believe that her husband is dead, and a year elapses when Dr. Howson writes a letter expressing his belief that a certain dumb man wearing a German uniform, who is suffering from shock and loss of memory, and who has strayed into the British trenches, is Lieutenant Surratt himself. Hester receives this letter, secretes it from Nell, and hastens to the front. She recognizes Lieutenant Surratt, but believing that he will die, returns home and does not mention the circumstances to Nell.

Meanwhile, Nell receives a telegram from the front, learns the truth and at once hastens to her husband's side. His case seems hopeless, until she recalls his memory by singing, "Bonnie Sweet Besie," a song they had sung together in their sweetheart days. Lieutenant Surratt is restored to health, and is invalided home, where he is cared for by his wife.

The Nell of Sylvia Breamer was an unusually clever performance, while that of Hester, the designing sister, portrayed by Ola Humphrey, was highly artistic. Thomas Meighan, who appeared as Sir William Farrell, and Robert Gordon, cast for Lieutenant Surratt, presented artistic portrayals. The support generally was excellent and the photography all that could be desired.



# ADVANCE PUBLICITY

Press Stories to be Sent to the Newspapers Daily for One Week Prior to the First  
Display of "Missing"  
A Paramount Picture.

## MANY IDENTIFIED WITH PHOTOPLAY "MISSING" HAVE BRITISH AFFILIATIONS

Producer and Players in Paramount War Time Picture, Including Even the Photographer, Are of English or Irish Blood

THE new photoplay, "Missing," produced by J. Stuart Blackton from a scenario written by himself and James Young, from Mrs. Humphrey Ward's successful novel, is an English story and by a coincidence, nearly all of the players and directors concerned in its production are from some land where the British flag flies. Mr. Blackton is a native of England; Sylvia Breamer, the leading woman, is an Australian, and Thomas Meighan, Molly McConnell and Kathryn O'Connor are of Irish extraction. Even the cameraman, William O'Connell, is of Irish descent.

This is a remarkable picture in many respects, it having to do with the present war. The story is an unusually dramatic one and involves two sisters, one of them ambitious, the other modest and retiring. The former seeks to gain wealth and social position, by contriving the marriage of her sister to some man of wealth. She however, weds a poor British army officer, who, a year after the wedding, goes to the front and soon is reported as missing. His mind wrecked and nearly dead, he strays back into the British lines, where later his wife rejoins him and restores his memory by singing, "Bonnie Sweet Bessie," the song they used to sing in their courting days.

The production, which will be seen at the ..... Theatre next ..... is said to be one of the best Mr. Blackton has as yet sponsored, and it is more than likely that it will duplicate, if not surpass, the success of his previous achievements.

## CHARMING PHOTOPLAY OF LOVE AND WAR IS BLACKTON'S "MISSING"

Superb Picturization of Mrs. Humphrey Ward's Novel Affords Many Opportunities to an All Star Cast of Players

A CHARMING photoplay of love and war, combining all the elements of dramatic thrill and deep heart appeal, is "Missing," the newest photoplay produced under the direction of J. Stuart Blackton, from a scenario made by Mr. Blackton and James Young. "Missing" is, in many respects, an all-star production, and it is one of the most notable produced by Mr. Blackton since his arrival in California. In this photoplay appear two sisters, one of them a designing woman, who craves social position and wealth, and who seeks to utilize her sister as a tool for the accomplishment of her purpose. The younger sister, however, marries an army officer, and after his departure for the front, she is thrown in contact with a patriotic nobleman, through whose philanthropy thousands of British convalescent troops are being cared for.

The elder sister encourages their meetings and secretly nourishes the hope that the lieutenant may be killed and her sister eventually be married to the rich nobleman. The lieutenant is reported as missing but returns after having been severely wounded in an engagement and he loses his speech and memory through shock. His health is finally restored by his wife, who sings to him, "Bonnie Sweet Bessie," a song they sang together during their courting days. The play is filled with action and is in every way calculated to make a deep impression upon the spectator.

In the all-star cast are such screen stars as Thomas Meighan, Robert Gordon, Winter Hall, Sylvia Breamer, Ola Humphrey, Molly McConnell and Kathryn O'Connor.

This splendid photoplay will be presented at the ..... Theatre next ..... and an adequate presentation is assured.

(Continued on Page 13)



## MEMORY IS RESTORED THROUGH LOVE SONG

**Highly Dramatic Scene, One of Many in Photoplay "Missing."**

ONE poignant scene in "Missing," J. Stuart Blackton's latest production for Paramount which will be shown at the ..... Theatre next ..... shows how a young soldier has to leave Nell, his bride of a week, for the front. As the moments of their last hour before his leavetaking pass, they watch the clock, and even turn it back to steal a few precious moments. The picture was made from Mrs. Humphrey Ward's famous novel and the scenes are laid in England.

By singing a simple little love song, "Bonnie Sweet Bessie," Nell wins back the memory of her soldier husband, and so saves his life. The soldier is wounded and all efforts to restore his memory have failed until the young wife comes to the rescue. The sounds of "Bonnie Sweet Bessie," which was a favorite song of the soldier and his bride before their marriage, restores the soldier's memory. Sylvia Breamer plays the wife and Robert Gordon is seen as the young lieutenant.

## "MISSING" IS STRONG PICTURE OF CONTRASTS

**Many Notable Scenes in J. Stuart Blackton's Great Production**

THE story of "Missing," the latest Paramount picture produced under the supervision of J. Stuart Blackton, is a remarkable study in contrasts between two English sisters, Nell and Hester. Hester, the elder, craves wealth and social position. Nell is beautiful and unworldly, and she falls in love with a poor young Englishman, who is about to receive a lieutenant's commission and leave for the front. She marries him, and when he is reported missing, the elder sister attempts to instill in Nell's mind the belief that he is dead and thus marry a rich man. In the end Nell's soldier husband returns to her. Sylvia Breamer plays Nell in the Blackton production and Ola Humphrey is seen as Hester. "Missing" will be displayed at the ..... Theatre next ..... and the presentation promises to be a notable one.

## DIRECTOR JAMES YOUNG IS NOTABLE IN HIS FIELD

**He Adds "Missing" to His Long List of Picture Successes.**

JAMES YOUNG, who directed "Missing," under the personal supervision of J. Stuart Blackton, is a director with a long list of successes to his credit. In addition to directing "Missing" he collaborated with Commodore Blackton in evolving the scenario from Mrs. Humphrey Ward's famous novel.

This latest Paramount picture is a simple, well-told story of the great war. Some remarkable battle scenes are shown in "Missing," which will be shown at the ..... Theatre on ..... next; most of the action is in the beautiful green countryside of England. Mr. Young was assisted in the directing by Albert Dorris. The camera work, which is unusually effective, was done by William O'Connell.

## SYLVIA BREAMER HAS INTERESTING CAREER

**Reared On Australian Sheep Ranch She Develops Love for Art**

SYLVIA BREAMER, the beautiful Australian girl, who gives such a sympathetic interpretation of Nell, in J. Stuart Blackton's famous Paramount picture, "Missing," which will be shown at the ..... Theatre next ..... had a difficult time when she decided to become an actress. As soon as her parents in Sidney, Australia, learned of her ambition they packed her off to the back country of Australia, where she stayed at her uncle's sheep ranch, and had as playmates the aborigines, crocodiles, and iguanas of the neighborhood. But Miss Breamer grew tired of these attractions, so she ran away and was given a small part in an Australian stock company. After that her rise was rapid.

**Meighan a Capable Actor**  
THOMAS MEIGHAN, who does such excellent acting in the part of Sir William Farrell, in "Missing," the Paramount picture which is being shown at the ..... Theatre this week, comes to this new role after a long list of successes with famous Artcraft and Paramount stars, he having been leading man with Billie Burke, Pauline Frederick, Blanche Sweet, and Mary Pickford. As Sir William he is winning new laurels in a somewhat different part.

(Continued on Page 15)



## ROBERT GORDON IS MOST CAPABLE ACTOR

**Won Fame as Huck Finn and Has Fine Role  
in "Missing."**

FROM the part of Huckleberry Finn to that of Lieutenant George Surratt, of the English army, is a long jump, but Robert Gordon, the clever young actor who played both parts, makes it with ease. He portrays Lieutenant Surratt in Commodore J. Stuart Blackton's latest Paramount picture, "Missing," which will be shown at the ..... Theatre next ..... The picture was made from Mrs. Humphrey Ward's famous novel. Before assuming the part of the young soldier, Gordon's portrayal of Huck Finn in "Huck and Tom" won him much praise and a strong following of motion picture fans.

### Story of a Woman's Heart

SOMEONE has called "Missing," J. Stuart Blackton's great picture of war times, the story of a woman's heart. It tells what brides have to endure in war times, and while it is free from the grawsome, it presents a simple little story of life that is bound to be loved by women the country over. "Missing" will be shown at the ..... Theatre next ....., and an interesting presentation is assured.

### All of British Extraction

J. STUART BLACKTON'S new Paramount picture, "Missing," a picturization of Mrs. Humphrey Ward's novel, is an English story. By a coincidence most of the players and directors concerned in the production are from some land where the British flag flies. Commodore Blackton is a native of England, Sylvia Breamer, the leading woman, is an Australian, and Thomas Meighan, Mollie McConnell, Kathryn O'Connor and William O'Connell, the cameraman, are of Irish extraction.

### All Stars in "Missing"

IN line with the thought that "the play's the thing," J. Stuart Blackton has arranged for the play to be featured when "Missing," the latest Paramount picture produced under his supervision, is shown at the ..... Theatre next ..... But really the cast is all-star, for such players as Thomas Meighan, Sylvia Breamer, Robert Gordon and Ola Humphrey portray the leading roles. James Young is the director.

### Sylvia Breamer a Swimmer

SYLVIA BREAMER, who plays the part of Nell, the young wife, in J. Stuart Blackton's famous production of "Missing," which is to be shown at the ..... Theatre next ..... is an Australian girl. In her own country she was famous for her skill as a swimmer, and has won a number of medals by reason of her prowess. She has been in this country only a short time, and came here to appear on the speaking stage in New York, where she supported Grace George in "Major Barbara."



# MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Missing"

## Paramount Theatre

200 MAIN AVE.  
EDGEWOOD ILL.  
TEL EDGEWOOD 5291

Dear Madam:—

We beg to call to your attention the forthcoming presentation at our theatre next..... of the superb photoplay, "Missing", a picturization of Mrs. Humphrey Ward's famous novel, produced for Paramount release under the supervision of J. Stuart Blackton, the "master of screen craft", whose recent picturizations of Sir Gilbert Parker's novels have achieved enduring fame.

This is indeed a master production from every standpoint. The story deals with the fortunes of a British army officer and his bride. He is reported missing, but subsequently regains the British lines, his mind and body wrecked by shock and mental suffering, and ultimately is restored to health when his wife sings a pathetic love song which they had often sung together during their courting days.

That this picture will add to J. Stuart Blackton's fame as a producer of the highest attainments, cannot be doubted. The demand for seats already is increasing and we respectfully urge upon you the necessity of coming early if you desire good seats.

Yours sincerely,

---

Manager.

# MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "Missing"

ADVANCE  
POST  
CARD  
NO. 1

TO BE SENT  
9 DAYS BEFORE  
SHOWING

DATE \_\_\_\_\_

*DEAR MADAM:*

It is a source of gratification to us to announce the forthcoming presentation at our theatre next ..... of J. Stuart Blackton's remarkable photoplay of love and war, entitled "Missing", which is based upon the famous novel by Mrs. Humphrey Ward.

This is one of the most unusual photoplays to be seen at our theatre this season.

Yours sincerely,

Manager \_\_\_\_\_

ADVANCE  
POST  
CARD  
NO. 2

TO BE SENT  
5 DAYS BEFORE  
SHOWING

DATE \_\_\_\_\_

*DEAR MADAM:*

We beg to remind you that "Missing", the latest production of J. Stuart Blackton for Paramount, will be shown at our theatre today. This is a splendid picture of love and war in which practically an all-star cast appears, and from the standpoints of artistry and dramatic interest, it has few superiors. It will pay you to come early.

Yours sincerely,

Manager \_\_\_\_\_

ADVANCE  
POST  
CARD  
NO. 3

TO BE SENT TO  
ARRIVE ON DATE  
OF SHOWING

DATE \_\_\_\_\_

*DEAR MADAM:*

It affords us pleasure to inform you that J. Stuart Blackton's famous photoplay, "Missing", based upon the successful novel of Mrs. Humphrey Ward, will be displayed at our theatre next .....

This is a superb story of love and war and will please you greatly. We will be pleased to welcome you at any time during its display.

Yours sincerely,

Manager \_\_\_\_\_

Exhibitors will be wise to mail at least one of these Postals to their patron

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Mrs. the Nebraskan said that just one  
air machine equipped with a Liberty motor  
had been shipped to France for the  
American Army.

Police investigation up to late last  
night had failed to disclose the identity  
of the "Lennie" mentioned in the let-  
ter left by McCanna.

found to be marked and slightly bent.  
A detailed examination of the marks by  
the hull shows they were not made by  
the vessel striking a submarine.

at the ORPHEUM main and 9th sts.

# J. Stuart Blackton

Presents



# "Missing"

From the tremendously successful novel  
by Mrs. HUMPHRY WARD  
Picturization personally supervised by  
J. STUART BLACKTON

A Paramount Picture

A love that passeth all understanding kept green  
the memory of the man recorded "Missing."

"THE BATTLE ROYAL"—A Paramount-Mack Sennett Comedy

FRUITS OF CONQUEST  
HELD UP TO TROOPS

REPORTS NEW PEACE OFFER  
Emperor Charles Said to be Making  
an Appeal to Italy.

ARMY DESERTER TELLS  
OF WORKING AS SPY

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rs, the Nebraskan said that just one  
air machine equipped with a Liberty motor  
had been shipped to France, for the  
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found to be marked and slightly bent.  
A detailed examination of the marks on  
the hull shows they were not made by  
the vessel striking a submarine.

## How's your Health?

Your business health,  
we mean.

No matter how good,  
these ad-cuts and  
mats can improve it.

"Let's go to this one"

## J. Stuart Blackton presents



## "Missing"

A Paramount Picture

From the Tremendously  
Successful Novel by  
Miss HUMPHREY WARD

Picturization Prepared  
Supervised by  
J. Stuart Blackton

The seductive strains of "Bonnie Sweet Bessie" reclaimed him from the "Missing."

# bijou

**FRUITS OF CONQUEST  
HELD UP TO TROOPS**

**REPORTS NEW PEACE OFFER**

Emperor Charles Said to be Making  
an Appeal to Italy.

**ARMY DESERTER TELLS  
OF WORKING AS SPY**

# J. Stuart Blackton presents



## "Missing"

A Paramount Picture



From the Tremendously  
Successful Novel by  
Miss HUMPHREY WARD  
Picturization Personally  
Supervised by  
J. STUART BLACKTON

Even Mars, the War God, whose  
work of destruction seemed complete,  
could not cool the ardor of her love.

## "O U ROOSTER"

Paramount-Bray Pictograph

at the ODEON main st.

# EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

## "MISSING"

A Paramount Picture

OBTAIENABLE

AT YOUR EXCHANGE

### Paper

Two one-sheets  
Two three-sheets  
One six-sheets  
1 Star Stock, 24 sheet

### Photos

8 8x10 black and white  
8 11x14 sepia  
1 22x28 sepia  
8x10 photos of star  
1 22-28 sepia of star

### Cuts and Mats on Production

Five one-column  
Three two-column  
Two three-column

### Stock Cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

### Series of Advertising layouts:

Mats

### Slides

Music Cues



FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY  
FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

# PAPER FOR "MISSING"

Cover your town with this paper and you will fill  
every seat at every performance

Always obtainable at your Exchange



Three Sheet



Three Sheet



One Sheet



Six Sheet



One Sheet

# Current Paramount and Artcraft Pictures in the Order of Their Release



SESSUE HAYAKAWA . . . . .	"THE HONOR OF HIS HOUSE"
JACK PICKFORD . . . . .	"HIS MAJESTY, BUNKER BEAN"
WALLACE REID . . . . .	"THE HOUSE OF SILENCE"
MARGUERITE CLARK . . . . .	"PRUNELLA"
VIVIAN MARTIN . . . . .	"UNCLAIMED GOODS"
MARGUERITE CLARK . . . . .	"RICH MAN, POOR MAN"
CHARLES RAY . . . . .	"PLAYING THE GAME"
BILLIE BURKE . . . . .	"LET'S GET A DIVORCE"
DOROTHY DALTON . . . . .	"TYRANT FEAR"
WALLACE REID . . . . .	"BELIEVE ME, XANTIPPE"
PAULINE FREDERICK . . . . .	"RESURRECTION"
ENID BENNETT . . . . .	"THE BIGGEST SHOW ON EARTH"
JACK PICKFORD . . . . .	"MILE-A-MINUTE KENDALL"
SESSUE HAYAKAWA . . . . .	"THE WHITE MAN'S LAW"
DOROTHY DALTON . . . . .	"THE MATING OF MARCELLA"
CHARLES RAY . . . . .	"HIS OWN HOME TOWN"



WM. S. HART . . . . .	"THE TIGER MAN"
ELSIE FERGUSON . . . . .	"THE LIE"
DOUGLAS FAIRBANKS . . . . .	"MR. FIX-IT"
MARY PICKFORD . . . . .	"M'LISS"
WM. S. HART . . . . .	"SELFISH YATES"
CECIL B. DE MILLE'S . . . . .	"OLD WIVES FOR NEW"



# FAMOUS PLAYERS-LASKY CORPORATION

INTER-OFFICE COMMUNICATION

To \_\_\_\_\_ Date \_\_\_\_\_

To

Adolph Zukor presents

# BILLIE BURKE

By arrangement with Florenz Zeigfeld, Jr., in

## The Cast of the "Mysterious Miss Terry"

MAVIS TERRY	.	.	.	.	.	.	.	.	.	.	.	.	BILLIE BURKE
GORDON TRUE	.	.	.	.	.	.	.	.	.	.	.	.	THOMAS MEIGHAN
FREDDIE BOLLEN	.	.	.	.	.	.	.	.	.	.	.	.	WALTER HIERS
JOHN QUIG	.	.	.	.	.	.	.	.	.	.	.	.	GERALD O. SMITH
MR. PENNYQUICK	.	.	.	.	.	.	.	.	.	.	.	.	GEORGE A. WRIGHT
CLARA PENNYQUICK	.	.	.	.	.	.	.	.	.	.	.	.	BESSIE LEARN

Directed by J. Searle Dawley

20



Directed by J. Searle Dawley  
Photographed  
by Lyman Broening  
Produced by Famous Players

By  
Gelett Burgess

## "The Mysterious Miss Terry"

*Paramount Pictures Corporation.*  
FOUR EIGHTY FIVE FIFTH AVENUE at FORTY FIRST ST.  
NEW YORK, N.Y.

Controlled by FAMOUS PLAYERS-LASKY CORPORATION

Adolph Zukor, President, Jesse L. Lasky, Vice President, Cecil B. DeMille, Director-General



## The Synopsis of "The Mysterious Miss Terry"

Billie Burke, daintiest and most fascinating of stage or screen comedienne, is now appearing in the strangely baffling photoplay "The Mysterious Miss Terry."

As the heroine, Billie Burke completely subjugates all the young men in the picture as thoroughly as she does the audience and in her boarding-house plays at being "fairy godmother" with all her own inimitable witchery.

No one in the house knows much about her and many of her actions seem imbued with deepest mystery but notwithstanding her little circle of admirers remains staunch to the end. Miss Terry, as she is called, secures employment in a small hardware store and there becomes as great a favorite as at home.

As a joke on one of her fellow-boarders, she and the others plan a mock robbery of the store safe and when some real burglars appear on the scene, the mystery about the charming Miss Terry seems to darken strangely, although her friends steadfastly remain loyal.

One by one, these friends of hers find their dearest wishes gratified. One inherits a large fortune, one finds his stories suddenly being accepted by leading magazines and another becomes social secretary to a very wealthy Mr. Wentworth.

It is the latter, Mr. True, in whom Miss Terry has become most interested who discovers her in the home of Mr. Wentworth one afternoon. She begs him to keep silence and slips away before anyone else appears - to his great mystification.

In the meantime, detectives who have been trailing Miss Terry for some time found what they thought was conclusive evidence of her guilt, having recognized some of the gorgeous frocks she has been giving away as the property of Miss Wentworth.

She is brought to the Wentwroth home for identification of the stolen goods and there, half-terrified, half-laughing, she confesses that she is no other than Miss Wentwroth who has tired of society life and wished to taste the pleasures and enjoyments of ordinary working girls. It had been her own home that she had broken into, her own gowns that she had given away, and her money that had purchased happiness for her friends.

True, who had fallen in love with the humble Miss Terry, "hardware clerk," was somewhat afraid of the wealthy and powerful Miss Wentworth, but his old "Miss Terry" came back just for long enough to make him realize that he was also quite in love with her double, Miss Wentworth.



## JUST WHAT YOU WANT TO KNOW ABOUT "THE MYSTERIOUS MISS TERRY"

**BILLIE BURKE, THE STAR IN THIS PRODUCTION,** is one of the leading lights in the theatrical profession. Her work on the stage was the grounds for the most favorable comment from critics and press, and her work on the screen has been received with even greater praise.

**SHE** is the type of star that **BRINGS MONEY INTO YOUR BOX OFFICE**, for she is loved by both men and women, of all ages. Her's is a wonderful appeal because of her inimitable magnetism, and it is said without fear of contradiction that Burke pictures will be sought after as favorites by all motion picture lovers.

Then, too, Paramount has provided her with a vehicle in "The Mysterious Miss Terry" that is precisely fitted for her best latent qualifications. She has opportunities galore to display what a talented screen commedienne she really is, something she has never been enabled to do before because of the proper story.

Gelett Burgess, one of the best-known authors and humorists, wrote this story, and if he had had Miss Burke in mind at the time, he could not have done a solitary bit better. It is conceded his best work and he himself is delighted that Miss Burke is to play the part of Mavis Terry, which he says "is my pet character."

**EVERY PERSON IN THE WORLD LOVES MYSTERY.** Even the youngsters wanted to be detectives; the elders can always solve the most mystical things. And it's natural. Everyone loves mysterious things. In this production everyone will get their fill in such measure that they will find it the most delightful entertainment they have ever attended.

Wonders have been accomplished in the settings of this production. Mystery stories need mysterious settings—the type of thing that will keep people on edge. Well, they are provided here in an overflowing abundance.

**J. SEARLE DAWLEY DIRECTED THIS PRODUCTION,** and everyone in the industry knows that what he does is stamped with perfection. He was the man who directed Marguerite Clark in most of her big successes, particularly that of "Snow White," and he has more than excelled himself in this picture. Effects in photography have been attained that astonish the most critical.

### LIST OF ACCESSORIES

Paper	Stock Cuts and Mats of Star
Two one-sheets	Five one-column
Two three-sheets	Three two-column
Two six-sheets	Two three-column
One twenty-four sheet	
Photos	Rotogravure One-Sheet
Ten 8 x 10 black and white	Series of Ad. Lay-outs, Mats
Eight 11 x 14 colored gelatin	Press Book With Many Suggestions
Two 22 x 28 colored gelatin	
8 x 10 photos of star	
Cuts and Mats on Production	Heralds
Five one-column	Slides
Three two-column	Music Cues
Two three-column	

Above is the list of accessories on this picture that you can get from your exchange that will help you make money on "The Mysterious Miss Terry."

**THIS PICTURE CAN'T DO ANYTHING BUT MAKE MONEY FOR YOU.** That's why it is spoken so well of. The accessories issued in connection with this picture are far greater and more elaborate than any promotional accessories ever issued with a picture Miss Burke appeared in. Take advantage of them. **FOLLOW THE SUGGESTIONS IN THIS BOOK AND YOU WILL MAKE A REAL "CLEANUP"** on the production.



## SUGGESTION FOR LETTER TO PATRONS ON "MYSTERIOUS MISS TERRY"

Dear Madam:

If you were the average mortal living in a big city boarding-house, how would you like to have your most cherished ambition suddenly become true? And suppose it did come true, you certainly would want to thank the person responsible, wouldn't you?

When we think of the "eternal triangle" in books and plays, it naturally suggests husband-wife-and-the-other-one. Now we would like to speak of a different sort of triangle with three men in love with and trying to win the hand of "Miss Terry," the hardware clerk. No one knows much about her, but they all like her, and especially "the suitors three."

These, coupled with a mock safe robbery that becomes real, the shadowing by the police of the beautiful store girl when she enters the home of the rich Miss Wentworth, and other incidents alike mysterious and interest-sustaining go to make up the plot of a new Paramount Picture, "The Mysterious Miss Terry," which is to be shown at the ..... Theatre, starting .....

The adorable Billie Burke, star of stage and screen, proves to be equally versatile as Miss Wentworth, society bud, and as Miss Terry, hardware clerk. She is assisted in her love problem by Thomas Meighan, well-known for many portrayals with Pauline Frederick in recent photoplays. The whole play is woven together by the master hand of J. Searle Dawley, who has directed many of the recent Marguerite Clark pictures.

We are sure you will enjoy this picture and invite you to attend during its run at this theatre.

Cordially yours,

..... Theatre

## SUGGESTED ADVANCE POSTAL CARDS FOR "THE MYSTERIOUS MISS TERRY"

Three hard working and ambitious young men all live in the same big, city boarding-house To this house also comes a young and charming girl in the person of Miss Terry, an heiress, but who is working as a clerk in a hardware store. She makes their ambitions come true and they are all in love with her, but only one wins out. You can find out which one if you come to see "The Mysterious Miss Terry" at ..... Theatre on .....

..... Billie Burke, the darling of the stage and more recently of the screen, will make her next appearance at the ..... Theatre in a play of intense interest set in an atmosphere of mystery. She is the star of "The Mysterious Miss Terry," which has its first showing here on .....

## HOW ABOUT YOUR MAILING LIST?

Drop your permanent and profitable patrons a card or letter calling attention to this wonderful production.



## SUGGESTION FOR STREET ADVERTISING ON "THE MYSTERIOUS MISS TERRY"

Obtain, if possible, two good looking girls with light red hair. Dress them up, one in the height of fashion and the other in very plain, subdued working clothes.

Have both appear in public, either on the street or in an open carriage, and a sign somewhat to the following on the carriage:

"Which is Miss Wentworth and which is Miss Terry?"

For a solution of this problem, visit the ..... Theatre and see  
"The Mysterious Miss Terry" on ..... (date)

It is understood, of course, that the young ladies must be **veiled** so that the public is not aware of their identity. A barouche or open carriage can have large question marks painted on the signs around the carriage and on signs across the horses' backs.

## SUGGESTION FOR A LOBBY DISPLAY ON "THE MYSTERIOUS MISS TERRY"

Get a toy automobile or a toy horse and carriage and have two very large dolls—one dressed fashionably well and one in ordinary street clothes; both dolls to have blond or red hair.

Label one "Miss Terry" and one "Miss Wentworth," and one a card in front of the toy automobile or carriage a sign reading, "Is Miss Terry Miss Wentworth?" or "Who is Miss Terry?" (with a big question mark). "For an answer to this question, see 'The Mysterious Miss Terry,' shown here on ..... (date)."

## SUGGESTION FOR WINDOW DISPLAY

A suitable stunt similar to that suggested for the lobby display can be used in the local toy shop, that will no doubt furnish you with the necessary toy automobiles and dolls not only for your lobby but for their own window display.

Pictures of Miss Burke should be used in the window of the toy shop or the toy department of local department stores, and if you wish to return the courtesy in your house program announcement you can carry lobby display courtesy of (such and such) Toy Company, or (such and such) store.

## SUGGESTION FOR ADVERTISING IN CAR CARDS

Following along the same lines any of the preceding wordings can be used:

"Who is Miss Terry? Who is Miss Wentworth? For answer, meet me at the ..... Theatre on ..... (date).

(Sign) BILLIE BURKE

Did you ever have a pet ambition come true? Three different men have their ambitions come true in "The Mysterious Miss Terry"—and Mr. True wins Miss Terry. Can you figure it out? The answer will be at the ..... Theatre next week.

Whatever promotion ideas you use, please send photos or description of same to Charles E. Moyer, Publicity Department, Paramount Pictures Corporation, 485 Fifth Avenue, New York City. We are interested in what you do.



## Bits About Billie Burke

Billie Burke, who is coming to the.....Theatre in "The Mysterious Miss Terry," on....., was born in Washington, D. C. She went to France at an early age, however, and it was in a convent in that country that she received most of her education.

Concluding her studies, she determined to become an actress, and as her father was an actor, widely known as "Billie" Burke, she decided to make use of that name for her professional career. She was a fluent linguist, and appeared in the music halls of several of the principal European countries, principally in England before making her American debut.

Her American debut took place in New York City at the Empire Theatre where she appeared with John Drew in "My Wife" under the management of Charles Frohman. She was elevated to stardom in the role of Jacqueline in "Love Watches" a short while afterwards. Later she was seen in many such well known plays as "Mrs. Dot," "Suzanne," "The Philosopher," "The Runaway," "The Mind-the-Paint-Girl" and "The Amazons."

When it was found that her piquant face and winsome personality screened exceptionally well, there was a rush of managers of photoplay companies to secure her services and it was not long after her screen debut that she was engaged by Famous Players-Lasky to make Paramount Pictures. Her latest Paramount picture is "The Mysterious Miss Terry." This is an unusually vivid picture throbbing with human interest and containing an absorbing love story besides its continuous element of fun and strange, weird mystery.

Directed by J. Searle Dawley, who was responsible for "Snow White" and many other of Marguerite Clark's greatest successes, "The Mysterious Miss Terry" bids fair to become one of the most popular photoplays of the season. The star is supported by an excellent cast including Thomas Meighan, who has recently appeared opposite Pauline Frederick with marked success.

"The Mysterious Miss Terry" is a photoplay that everybody will be talking about. You can't afford to miss it at the.....Theatre on.....

**Get your newspaper friends to use these biographical and personality sketches in connection with one of the star cuts or mats**

memorize  
memorize  
memorize  
memorize

memorize  
memorize  
memorize  
memorize

## Stock Star Cuts and Mats of Billie Burke



Top row — Three column

Center — Two "

Bottom row — One "

Your exchange has these cuts and mats on hand. Use them in your advertising and publicity. Order by number and name.

Mediul său în cadrul băsărișului:



Mediul său în cadrul băsărișului:

If you can use this cut or a mat for the advance work—  
you'll have to call out the reserves to keep the crowd in order

# Billie Burke

(by arrangement with  
F. Ziegfeld Jr.)

## "The Mysterious Miss Terry"

A Paramount Picture



You don't often get a famous star, a Famous Players' production, a famous story by a famous author—even in

## A Paramount Picture

But here you are—a great mystery story with a human interest turn that only  
**GELETT BURGESS**

could give. There will be great demand for seats, so we suggest that you come as early as possible. Don't miss Billie Burke's first Paramount Picture.

OTHER ATTRACTIONS

NEXT WEEK

NAME OF THEATRE

It's a long lane that has no billboard, but don't forget your newspapers—especially on Saturday afternoon

Mississippi. The Mississippi River Bridge's higher classification  
is based on the fact that it is a bridge for the state of Mississippi.

John Hobson's son is a member of the House of Delegates, from  
the same district where John Hobson was born.

Don't just yell — say something afterward!

AT THE  
ALL THIS WEEK

# Rialto Theatre

# Billie Burke

(By Arrangement with)  
F Ziegfeld Jr.

in

## "The Mysterious Miss Terry"

A Paramount Picture



The line above should be enough to say about a picture, and is for most people—but for the benefit of those who don't attend the Rialto regularly—well, add, that here is a typical Paramount Picture, a famous actress, a Famous Players' production, with a wonderful mystery story with human interest, by a famous author,

GELETT BURGESS

Don't miss Miss Burke's first Paramount Picture, and come early and avoid any unusual demand for seats.

OTHER ATTRACTIONS

NEXT WEEK

Address

Admission Price

Give your patrons a chance to see this picture and they'll fill your theatre every night, but remember that very few of them are mind readers.

## ДЕЛЯЩИЕ СУРГУБЫ

Деление сургубов на две части производится вручную, а не на машинах, как это делают в большинстве стран.

Сургубы делают из различных материалов, таких как дерево, кость, кость и т. д.

Сургубы делают из различных материалов, таких как дерево, кость, кость и т. д.

Сургубы делают из различных материалов, таких как дерево, кость, кость и т. д.

Сургубы делают из различных материалов, таких как дерево, кость, кость и т. д.

Сургубы делают из различных материалов, таких как дерево, кость, кость и т. д.

A good ad—neatly laid out—looks as if the picture was good

NAME OF THEATRE



**Billie Burke**  
by arrangement with  
F ZIEGFELD Jr.  
"The Mysterious Miss Terry"  
A Paramount Picture

Do you like a good love story and a mystery?—Especially by that master story-teller,

**Gelett Burgess**

Everybody does, so come early—the demand for seats is sure to be unusual for Billie Burke's first Paramount Picture.

**Other Attractions**

**NEXT WEEK**

Admission Price.

Address

**Billie Burke**  
*(by arrangement with F Ziegfeld Jr.)*  
"The Mysterious Miss Terry"  
A Paramount Picture

No artist can do justice to Billie Burke, much less a pen and ink sketch reduced to a small cut, but just as this black spot caught your eye, so will her first Paramount Picture catch your heart. It is a wonderful mystery story with a heart-throb thrown in, by a great author,

**GELETT BURGESS**

Don't miss it—we could only secure this attraction for one week, so we suggest you see it early, with usual comfort.

**OTHER  
ATTRACTIOnS**

**NEXT  
WEEK**

Admission Price

**Name of Theatre**

**Address**

Quality advertising will build the "Sterling" impression



**Don't hope for the best, use 50 line double, and hop for it**

All Next Week  
at the STRAND



## BILLIE BURKE

in (by arrangement with F. Ziegfeld, Jr.)  
"The MYSTERIOUS Miss TERRY"  
*A Paramount Picture*

Seldom, if ever, can we offer to our patrons a bigger attraction than one of

### GELETT BURGESS' Famous Mystery Stories.

We suggest your coming early in the week, in order to insure greatest comfort, as the attendance is sure to be larger than usual for Billie Burke's first Paramount Picture.

### OTHER ATTRACTIONS

Admission Price      Address

## — Rialto Theatre —



A great mystery story, with a famous stage and screen star, by a favorite author—will prove an unusual evening's entertainment—even for the Rialto.

### GELETT BURGESS

has brought to the screen that talent which has made him famous. Don't miss this great photoplay, and be sure to come early to see Billie Burke's first Paramount Picture.

### OTHER ATTRACTIONS

Short Reels

Next Week's Features

Address

Admission Price

**Noah advertised in the best way he could—but you have newspapers!**

of into our no ho  
noisome way a e

now - we are a  
few - before all  
the - people mu

detox and

lungs - recovery  
for the body

seen to

comes in

SETTA KENTO

seen to be a

setta -

Cover your town with this paper and you will fill every seat at every performance

Here is the greatest array of five, six and seven color lithographs in one, three, six and twenty-four sheet sizes that has ever been issued with any picture. Use them in big numbers. Nothing will help more in your advance campaign for this picture.

*Always obtainable at your exchange*



Three-sheet



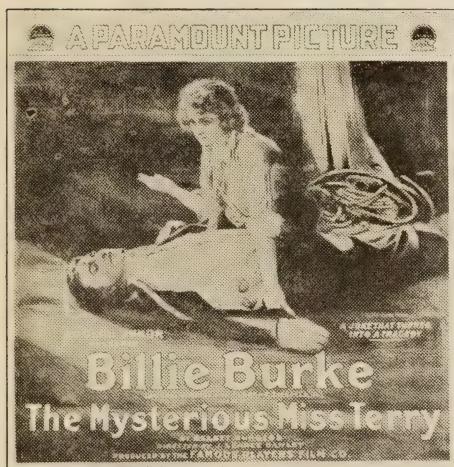
One-sheet



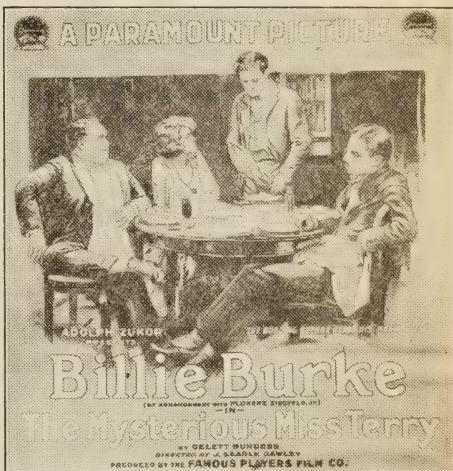
One-sheet



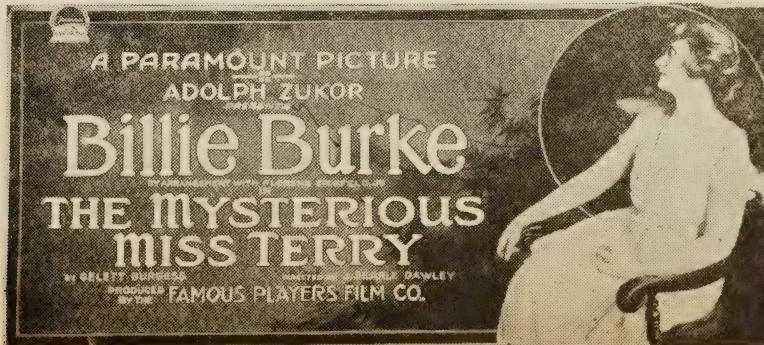
Three-sheet



Six-sheet



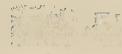
Six-sheet



99. Tervs für Jossa v.

Vertrag zwischen dem König  
und den Freiherren von Hessen  
und dem Landgrafen von Hessen  
zu Kassel

ab dem 1. Januar 1713



Hessen-Kassel



BILLIE BURKE  
in  
THE MYSTERIOUS MISS TERRY  
A Paramount Picture

Stock cuts and  
mats actual size  
coarse screen for  
newspaper pub-  
licity.



BILLIE BURKE  
in  
THE MYSTERIOUS MISS TERRY  
A Paramount Picture



Billie Burke in  
The Mysterious Miss Terry  
A Paramount Picture



Issued in sets of  
ten consisting of  
five-one column,  
three-two column,  
two-three column,  
as shown.



BILLIE BURKE  
in  
"THE MYSTERIOUS MISS TERRY"  
A Paramount Picture



BILLIE BURKE  
in  
"THE MYSTERIOUS Miss TERRY"  
A Paramount Picture



BILLIE BURKE  
in  
"The Mysterious Miss Terry"  
A Paramount Picture





Billie Burke  
in  
The Mysterious Miss Terry  
A Paramount Picture

Special three-  
column pro-  
duction, cut and  
mat not shown.



BILLIE BURKE  
in  
THE MYSTERIOUS MISS TERRY  
A Paramount Picture



Billie Burke  
in  
The Mysterious Miss Terry  
A Paramount Picture

Special price  
column 670  
duction, etc., any  
word for sale



# Musical Synopsis of "The Mysterious Miss Terry"

By JAMES C. BRADFORD

*Musical Director Broadway Theatre, New York City*

(T)itle. (D)escription.

## REEL 1

1. 4½	At Screening.....	4/4 Allegro di molto—Midsummer Night's Dream—Mendelssohn
2. 1½	D. Butler Returns to House.....	4/4 Vivace—Erl King—Schubert
3. 2	D. Miss Terry Enters Boarding House.....	3/4 Allegretto—Air de Ballet—Herbert
4. 2	T. Miss Terry Had Many Admirers.....	2/4 Moderato—Curious Story—Frommel
5. 3	T. Pennyquick and His Daughter.....	3/4 Tempo di Valse—Springtime—Drumm

## REEL 2

6. 3	D. Paul Enters Store.....	4/4 Tempo di Marcia—March Miniature—Jacobi
7. 2½	T. Later .....	4/4 Andante Moderato—Soliloquy—Tyers
8. 2	T. The Boys Take.....	3/4 Tempo di Valse—My Clarabelle—McKee
9. 1½	D. Miss Terry and Boys Leave Bus.....	4/4 Moderato—Jaz-o-Mine—Akst (Fox-Trot)
10. 2	T. Night .....	3/4 Valse lente—* Sweethearts—Herbert
11. 2	T. Spike Sullivan on the Job.....	4/4 Moderato—Misterioso No. 2—Minot

## REEL 3

12. 2½	T. When I Scream, Choke Me.....	4/4 Allegro—Agitato No. 2—Langely
13. 3½	D. Boys on Fence in Back Yard.....	4/4 Un peu allegrement—Marche Burlesque—Gillet
14. 1½	T. The Next Morning.....	2/4 Andante—Cradle Song—Neruda
15. 4	T. W. F. Holland, Man of Big Interests.....	2/4 Moderato—Prelude—Jarnfelt

## REEL 4

16. 2	D. Pennyquick at Safe.....	3/4 Tempo di Valse—Morning Glory—Thayne
17. 1	D. Miss Terry Enters Sick Room.....	3/4 Valse lente—* Sweethearts—Herbert
18. 2½	D. Freddie Enters Room.....	4/4 Allegretto grazioso—Whispering Willows—Herbert
19. 2½	T. I'm Glad You're Not One of Them.....	3/4 Valse lente—* Sweethearts—Herbert
20. 2¾	T. In Course of Time.....	2/4 Allegretto scherzando—A Baton's Rompus—Gillet
21. 1½	D. Miss Terry Meets Paul in Garden.....	3/4 Valse lente—* Sweethearts—Herbert

## REEL 5

21½. 1	D. They Enter House.....	3/4 Valse lente—* Sweethearts—Herbert
22. 1	D. Police Enter Store.....	4/4 Andante moderato—Dramatic Andante No. 24—Borch
23. 3	D. Library—Mr. Holland Enters.....	6/8 Presto—Rondo Capriccioso—Mendelssohn
24. 2½	T. The Dress Leads to Search.....	4/4 Moderato—Tete-a-Tete—DeKoven
25. 2½	T. Mrs. Avery, We've Got Thief.....	6/8 Allegretto—Laces and Graces—Bratton
26. 1¼	T. The Little House.....	3/4 Valse lente—* Sweethearts—Herbert

THE END

\* Repeated selections.

All selections carried by G. Schirmer, 3 East 43rd Street, New York City.

220

THE CAST

RUTH SHERWOOD	.	.	.	.	.	.	.	BILLIE BURKE
WILFRED FERRERS	.	.	.	.	.	.	.	THOMAS MEIGHAN
OLGA KARNOVITCH	.	.	.	.	.	.	.	LOUISE BATES
EUGENE	.	.	.	.	.	.	.	MALCOLM DUNN
THE GENERAL	.	.	.	.	.	.	.	GEORGE S. TRIMBLE
THE BURGOMASTER	.	.	.	.	.	.	.	A. BOWER
MARTIN	.	.	.	.	.	.	.	WILLIAM DAVID
DIRECTED by	.	.	.	.	.	.	.	JOSEPH KAUFMAN



## Press-Book and Exhibitor's Aids

ADOLPH ZUKOR presents

# BILLIE BURKE

By arrangement with F. ZIEGFELD, Jr.

In "**Arms and the Girl**"

Picturized by GRANT STEWART & ROBERT BAKER  
Staged by JOSEPH KAUFMAN

*A Paramount Picture*





Ferrer promises to get her another passport from the American Minister at Brussels, and they burst into gales of laughter over his attempts to write out a description of her for the Minister. In the midst of this fun, the German officer reappears and orders Ferrer's arrest for having aided the Russian to escape by the loan

#### THE STORY

At the Hotel Tete d'Or in Beaupre, Belgium, Olga Karnovitch, a Russian spy, learns that the town will soon be taken by the Germans, but as she is to dine with Wilfred Ferrers, an American acquaintance, she decides to stay over.

Before dinner, however, Ruth Sherwood, an American, comes to the hotel saying that she had been separated from her party and missed the train. Olga learns also that in a nearby town, Boris Ipanoff, the Russian consul, is sentenced to be shot. She borrows Ferrer's automobile and is whisked away to his aid.

In the meantime, the two young Americans are eating the meager meal the authorities allow them to partake of, as the supplies have been largely commandeered in advance by the Germans. They are enjoying it to the full when a German officer appears and interrupts their dinner with lengthy questionings and a sort of "third degree" which thoroughly enrages the two American young people.

Ruth discovers that the Russian girl spy had exchanged their passports and when she acquaints Ferrer of this fact he hastily makes her destroy the Russian passport for there is great danger of her being shot as a spy or even for having aided a spy, if it is discovered.

to Ruth's room to be taken care of. Jack, learning that he is there, betrays his real nature and voices his base suspicions of Ruth.

The girl realizes that Jack is impossible and that it is Ferrer whom she really cares for. She sends for him again and they learn that their great love for each other, formed under the stress of the terrible ordeals they had undergone together, is mutual.



## WHAT YOU WANT TO KNOW ABOUT "ARMS AND THE GIRL"

RESULTS IS WHAT YOU WANT. Here's the picture that will bring you big returns, and it is the box office returns that are your results in the picture business. The other fellows are selling other kinds of merchandise; you are selling amusement, and you have the best amusements attraction in this picture you have ever had.

IT'S A PARTICULARLY TIMELY PICTURE also. It is not a war picture, despite the fact that it has war situations all around it. The story begins at the time of the Great World War and has some of the most unusual twists that were ever put into a picture.

THERE'S A COMBINATION in this picture unbeatable. Billie Burke, star; Grant Stewart and Robert Baker, authors; Joseph Kaufman, director; Famous Players' production; all-star cast; timely theme. It can't be beat.

BILLIE BURKE'S UNUSUAL TALENTS and wonderful artistic ability are so beautifully transposed to the screen in this production that it will make many thousands of new patrons for your theatre. Miss Burke is one of the biggest drawing cards in motion pictures.

PREPUBLICITY AND PREADVERTISING on this picture in large amounts will materially increase your box office receipts.

EVERYTHING IS HERE FOR YOU to go after this picture strong. Your Exchange has large quantities of real money-getting accessories for this picture. ALL YOU HAVE TO DO is to ask for them. They are certainly worth having, and you are overlooking a good thing if you don't go through this book and take advantage of all the additional accessories that have been prepared for you.

WE HAVE A SERVICE DEPARTMENT that is here to help you with all your troubles. One hundred percent service is what we render with every picture. Let this Service Department solve your problems. We have advertising and publicity departments, also, which will do everything for you you desire.

WE WANT TO HELP YOU to make big money with this production, and will leave nothing undone to accomplish your ends.

YOUR PATRONS are naturally fond of Billie Burke. She is one of the most popular stars on the screen, so do not fail to tell them when she is coming to your theatre.

Don't hesitate to take advantage of our Service Department. It is devised to help you, to make money for you. Tell us your troubles and we will solve them for you.

### DO NOT FAIL TO LOOK OVER THESE ACCESSORIES

#### Paper

Two one-sheets  
Two three-sheets  
Two six-sheets  
One twenty-four sheet

#### Photos

Ten 8 x 10 black and white  
Eight 11 x 14 colored gelatin  
Two 22 x 28 colored gelatin  
8 x 10 photos of star

#### Cuts and Mats on Production

Five one-column  
Three two-column  
Two three-column

#### Stock Cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

#### Rotogravure

#### Series of Advertising Layouts; Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays

#### Heralds

#### Slides

#### Window Cards

#### Music Cues

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For any special suggestions for your house, kindly write your Service Department.

### ADVERTISING SUGGESTIONS ON "ARMS AND THE GIRL"

#### Advance Post-card

Dear Madam:

"Arms and the Girl" is to come to the ..... on ..... In it Billie Burke is seen to splendid advantage in a story dealing with the Great World War. Come and see how an American girl outwits some foreign spies. It will be well worth your while. The date is ....

Manager.

#### Second Advance Post-card

Dear Madam:

That production concerning which we wrote you on last ..... proves to be of even greater attractiveness than was at first thought. Billie Burke says you ought to come, if only to learn of many situations that really exist in the battlefields. "Arms and the Girl" is a quick-fire, heart-interest story, right off the boards of Broadway, where it created a sensation. The date in the ..... Theatre is .....

Manager.

### WHY NOT SEND THIS LETTER OUT TO YOUR PATRONS?

.....  
.....  
.....

Did you see the notices of "ARMS AND THE GIRL" when it appeared on Broadway last season? If you did, you probably remember the peculiar twists that were given to the plot; the dramatic intensity of the entire play; the heart-beats you had when the American girl was deprived of her passport by a trick and was accused of being a spy herself.

This play, and its now-adopted photoplay version, with Billie Burke, brings to mind some of the experiences undergone by our Americans who were caught in Europe by the outbreaking of the war; and it illustrates graphically the things we have to be grateful for in this country where women are treated decently and men respect the moral code.

Of course, this is only one of the photoplays of famous stars and famous books put out by Paramount. You will see in this list at the ..... Theatre, such plays as "Bab's Diary"—in fact, the entire Bab series, from the "Saturday Evening Post"—with Marguerite Clark as the star; and there will be the special productions of Cecil B. DeMille, David W. Griffith, Thos. H. Ince, with such stars as Wm. S. Hart, Douglass Fairbanks, Mme. Petrova, Geraldine Farrar, Lina Cavalieri, Sessue Hayakawa, Vivian Martin, and a long list of the world's best stars.

One thing in particular we wish to say: Miss Burke has written the management of this theatre that to everyone who comes to this picture and writes in their commendation or thought of this picture, she herself will send us an autographed photograph of herself for you. This is an offer that we are glad to transmit to you immediately. Meanwhile, may we ask you to remember the date that "Arms and the Girl" will run in this theatre: ..... next.

With appreciation of your patronage in the past and hoping to see you at this time particularly, so that you may not miss seeing this picture, we are .....

Manager.



## ADVERTISING SUGGESTIONS FOR "ARMS AND THE GIRL" FROM THE SERVICE DEPARTMENT

### **Lobby Display:**

Why not fix up in cardboard a modern fortress with a reproduction of Billie Burke in automobile attire as if held hostage by German officers. This would give the atmosphere of a war story, and would really be the kernel of the plot.

### **Window Display:**

Billie Burke arrives at this fortified town in an automobile. Why not get a progressive automobile concern to dress up a window with a life-size cardboard cut-out of Billie Burke captured in a fortified town by German officers. The automobile would feature in the display, and the card in the window saying when "Arms and the Girl" is to run at your theatre would give you the advertising you desire.

**Department Stores:** Billie Burke arrives in Beauvre, Belgium, in a nifty automobile suit. Why not have her captured by German officers, in this window display, her passport in hand; with suitable advertising for the department store that this is the kind of a suit worn by Billie Burke when war broke out in Europe.

**Book Stores:** Following this same line of advertising out for the book stores, get them to get up a similar advertising stunt, but instead of enlarging on the dress, as in the case of the department store, get up a card reading something like this: "These books explain war-time conditions as they exist in Europe—for more particulars, see "ARMS AND THE GIRL" in the ..... on .....

### **Street Advertising:**

A float, mounted on an automobile or wagon, on which you have constructed a fortress—or the indications of a fortified town—with a beautiful girl at one of the tower windows held hostage by German officers would undoubtedly attract considerable attention. Suitable banners or advertising on the side of the float to hook up the advertising with the coming of "ARMS AND THE GIRL" to your theatre.

### **Car Card Advertising:**

A car card with a photograph of one or more of the exhibits that you have been able to arrange for in town—even a photograph of your lobby would be good advertising. Or if you have some popular young townsman who is just going to war, print his picture (with his permission) and then say: "When JOHN SMITH, whom most of you know, gets to Belgium, there will be less women held up by German officers. See 'Arms and the Girl' in the ..... Theatre .....

### **Newspaper Advertising:**

Hook up your newspaper advertising as much as possible with the local campaign, either by printing the same advertisement in the paper that appears in your window or car cards, or by having the same idea permeate the entire campaign.

**MUSIC CUES:—Ask for them! Your exchange will furnish them gratis!**



## BILLIE BURKE AND HER CAREER

Billie Burke, American born, graduate of a French convent, European Music Hall singer, vaudeville artiste, musical comedy favorite, dramatic actress, English leading lady and theatrical star in this country, has had a career which step by step has advanced her to the very pinnacle of popularity. Not the least of these steps was her entrance into the field of motion pictures for with that she became known to hundreds of thousands who had never had the opportunity of seeing her on the stage.

Miss Burke was born in Washington D.C., but was educated as a child in a French convent. When she chose the stage for her life work, she adopted the name of her father, a well-known actor--"Billy Burke," and she has kept it ever since, changing only the spelling.

Beginning her theatrical career in the principal variety houses of Russia, France and other European countries, Miss Burke laid the foundations for the wide-spread popularity she now enjoys and gained the wide vision and metropolitanism wherein lies much of her charm at the present time.

Her debut in America was made at New York City under the auspices of Charles Frohman as leading lady for John Drew. From this point she mounted rapidly to stardom and was always one of Frohman's most popular stars, both for her fascinating and inimitable "Billie Burkeisms," her piquant beauty, and her very exceptional ability as a comedienne and an emotional actress.

This beauty and ability she has transferred with interest to the screen. Her first success was as "Peggy" which was followed by the serial, "Gloria's Romance." But it is under the banner of Paramount pictures that she has come into her own in the world of the photoplay, her first production for that company being "The Mysterious Miss Terry," by Gelett Burgess, and her second, "Arms and the Girl," from the well-known stage version by Grant Stewart and Robert Baker.

"Arms and the Girl" is an intensely thrilling picture interspersed with Billie Burke's irrepressible humor and charm. It is a tale of the opening of the present great war and will recall the experiences of many Americans who were stranded in Europe as were the hero and heroine of the picture. Miss Burke in "Arms and the Girl," will appear at the ..... Theatre on ..... on .... week.

**This biographical sketch with one of the star cuts or mats  
will make a great special story in your leading newspaper**

RECEIVED  
LIBRARY  
UNIVERSITY OF TORONTO LIBRARIES

## Stock Star Cuts and Mats—Billie Burke



*Issued in sets of ten consisting of*

**Top row—Two three-column cuts and mats**

**Center row—Three two-column cuts and mats**

**Bottom row—Five one-column cuts and mats**

***Always Obtainable At Your Exchange—Ask for them***

Widener not No side ni deisel

right now — I do this — I do this — also some form of  
Crown — I am — for pub — operation with both sides  
as well as other operations

— credit by credit

# Ad-Cuts with Punch and Pep—They SELL

1. SINGLE COLUMN HALF-TONE.—This little cut will show wonderful results if well printed; but be sure that your printer's ink and paper are adapted to half-tone printing before you use it.
2. SINGLE COLUMN LINE CUT.—Here is a cut you can't go wrong on if you are after positive results at moderate cost. Of course, it isn't as true to life as a half-tone, but it is a good eye-catcher and you won't have any trouble printing it.
3. DOUBLE COLUMN LINE CUT.—A line cut composed of solid blacks and whites will always print well. This double column line cut will draw the crowds as well as it prints.
4. DOUBLE COLUMN HALF-TONE.—In these days of shoddy inks and paper, hesitate before you use a half-tone. If your paper is well printed, however, this realistic cut will work wonders.
5. TRIPLE COLUMN LINE CUT.—Nobody can read your local paper in which this ad. appears and miss your advertisement.
6. TRIPLE COLUMN HALF-TONE.—If your printer is willing to go to a little extra trouble for you, or if his paper is always well printed, use this cut. It is so realistic and dominating it can't be missed.

ADOLF ZUKOR presents

## BILLIE BURKE by arrangement with F. Ziegfeld Jr., in *Arms and the Girl*



A Paramount Picture

By Grant Stewart and Robert Baker  
Directed by Joseph Kaufman

What hard-hearted Bosche could refuse the request of charming Billie Burke for such a small thing as a passport out of hostile Belgium? See Miss Burke's piquant personality turn a grim side of war into a glorious romance.

### Mack Sennett Comedy

NEXT WEEK

Vivian Martin  
in "Molly Entangled"

Paramount Theatre

ADOLF ZUKOR presents

## BILLIE BURKE in "Arms and the Girl" By arrangement with F. ZIEGFELD, Jr.



By Grant Stewart and Robert Baker

Directed by Jos. Kaufman

### Yankee Ingenuity Wins

Billie Burke is irresistible. Follow her delightful romance, her adventures and her triumph in this story of war-bound Belgium.

#### OTHER ATTRACTIONS

A Mack Sennett Scream  
Burton Holmes in "The Rockies"

NEXT WEEK Jack Pickford in "Tom Sawyer"

Paramount Theatre Broadway and  
Fifth Avenue

Small space oftentimes to twenty-four sheets grows



Adolph Zukor Presents

# Billie Burke

By arrangement with F. Ziegfeld, Jr.

in

"Arms and the Girl"



BILLIE BURKE in  
"Arms and the Girl"  
A Paramount Picture

By Grant Stewart and Robert Baker  
Directed by Joseph Kaufman

When all other resources failed Billie Burke's American wit and ingenuity and her piquant, entrancing personality saves her from the clutches of the Huns in this story of romantic adventures in war-torn Belgium.

## A Mack Sennett Riot

Next Week

Jack Pickford in

## "Tom Sawyer"

From the famous story by Mark Twain

PRICE:

Afternoon 10c and 15c Evening 15c and 25c

PARAMOUNT THEATRE

Adolph Zukor Presents

# Billie Burke

By arrangement with F. Ziegfeld Jr.

*(IN ARMS and the GIRL)*



A Paramount Picture

By Grant Stewart and Robert Baker

Directed by Joseph Kaufman

## American Pluck and Wit Triumphs

When the clouds burst and the Huns made their futile dash for the gates of Paris, "the Girl" was there with as pretty a romance as piquant, dainty Billie Burke has ever played. There's love, laughs, adventure and intrigue aplenty in this thrilling story of life "over there."

### OTHER ATTRACTIONS

"Fatty" Arbuckle in  
"Oh, Doctor!"

Burton Holmes in  
Japan

### NEXT WEEK

## Marguerite Clark in "Bab's Burglar"

A "Sub-Deb" story by Mary Robert Rinehart

ADMISSION—Afternoon, 10c and 15c Evening, 15c and 25c

Paramount Theatre Broadway and Fifth Avenue



ADOLPH ZUKOR presents

# BILLIE BURKE

*By arrangement with F. Ziegfeld Jr.,*

By GRANT STEWART and ROBERT BAKER

Directed by JOSEPH KAUFMAN

## In "ARMS AND THE GIRL"



*A Paramount Picture*



**"Where's Your Passport?"** A momentous question in a momentous play.  
Don't, under any circumstances, miss captivat-  
ing Billie Burke in this story of *love and thrills* enriched by a smack of military life and intrigue  
among the Huns.

A MACK SENNETT COMEDY — *Other Attractions* — BURTON HOLMES IN JAVA

Next Week — MARGUERITE CLARK in another "Sub-Deb" Story

Admission 15c **PARAMOUNT THEATRE** *Broadway and 5th Avenue*

Ads make feasts—and wise men eat them

W.M. SCHAFFNER & CO.  
KALMANN

"Wise's Young People's

W.M. SCHAFFNER & CO.

W.M. SCHAFFNER & CO.

ACK SENNELL COMEDY - 99c

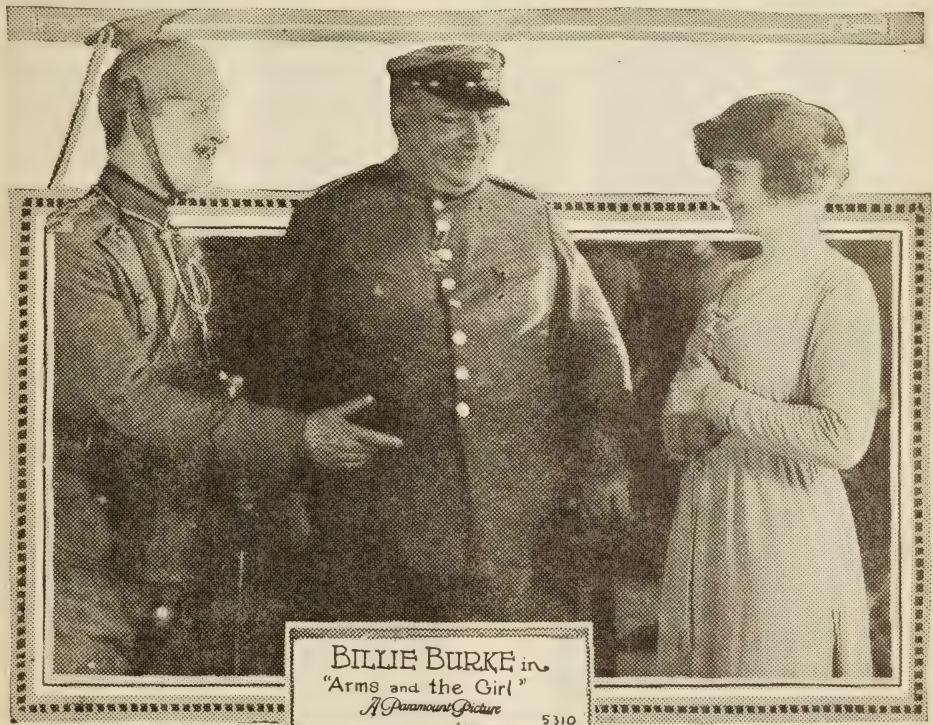
ACK SENNELL COMEDY - 99c

THE VICTORIAN THE

ADOLF ZUKOR  
presents

# BILLIE BURKE

By arrangement with  
F. Ziegfeld, Jr. in "Arms and the Girl"



BILLIE BURKE in  
"Arms and the Girl"  
*A Paramount Picture*

5310

By GRANT STEWART and ROBERT BAKER

Directed by JOS. KAUFMAN

## At the Gates of Paris

only to be captured by the Bosches is the lot of  
piquant, entrancing Billie Burke in this story of  
romance, espionage, intrigue and an American girl's triumph.

### OTHER ATTRACTIONS

Burton Holmes in Washington  
A Mack Sennett Comedy

Musical Feature—The Overture from William Tell

### NEXT WEEK

Vivian Martin  
in "Molly Entangled"

PRICES  
Afternoon 10c-15c—Evening 15c-25c

Paramount Theatre

Broadway and  
Fifth Avenue

An ad in hand is worth two in mind



Cover your town with this paper. You will fill every seat at every performance

*Always obtainable at  
your exchange*



Three-sheet



One-sheet



Card



One-sheet



Three-sheet



Six-sheet



Six-sheet



Twenty-four sheet stand

(Reduced)  
Colored Slide



Slide



# BILLIE BURKE IN The Land of Promise

By arrangement with Florenz Ziegfeld Jr.



Press Book and Exhibitors' Aids  
Adolph Zukor presents  
**Billie Burke**  
By arrangement with F. Ziegfeld, Jr.  
in  
**"The Land of Promise"**  
By W. Somerset Maugham  
Directed by Joseph Kaufman



Paramount Pictures Corporation  
FOURTY-EIGHT MILLION DOLLARS FOR THE FIRST  
YEAR  
N.Y. NEW YORK  
Controlled by FAMOUS PLAYERS-LASKY CORPORATION  
Adolph Zukor, Pres. Louis B. Mayer, Vice-Pres.

## THE CAST

NORA MARSH.....	BILLIE BURKE
Frank Taylor.....	Thomas Meighan
Miss Wickham.....	Helen T. Tracy
Edward Marsh.....	J. W. Johnson
"Gertie," his wife.....	Mary Alden
Miss Pringle.....	Margaret Seddon
James Wickham.....	Walter McEwen
His Wife.....	Grace Studeford
Reginald Hornby.....	John Raymond

Director..... Joseph Kaufman

# A Paramount Picture

Music Cues for this production can be obtained at your Exchange



## THINGS YOU'D LIKE TO KNOW ABOUT "THE LAND OF PROMISE"

BILLIE BURKE IS THE STAR. She appeared in a long and successful run of the same production in its stage version on Broadway several seasons ago.

MR. SOMERSET MAUGHAN IS THE AUTHOR. He is also the author of many other noted plays, including "Mme. Zampa," "Lady Frederick," "The Explorer," "Mrs. Dot," "Smith," "Grace," "The Hero," "Mrs. Creddock," "The Land of the Blessed Virgin," and "The Magician."

"THE LAND OF PROMISE" WAS DIRECTED BY JOSEPH KAUFMAN, who has been responsible for many well-known photoplays including "Broadway Jones," starring George M. Cohan in his initial motion picture.

THE LEADING MALE PART IS PLAYED BY THOMAS MEIGHAN, well-known leading man for Pauline Frederick and others as well as star in his own rights.

There are numerous exquisitely beautiful scenes of the Canadian wheat fields and the Canadian Rockies, said to surpass the Alps in grandeur.

The "human interest" element in "The Land of Promise" is exceptionally marked and there are several entirely new twists in the plot.

Billie Burke's last picture was "Arms and the Girl," to which this forms a great contrast being a drama while the former was a comedy-drama.

With the clever and original ad layouts obtainable at the Exchanges, the press stories contained herewith, the posters, heralds, advance postcards and letters, lobby display ideas and music cues, you cannot help make "The Land of Promise" a success.

### ACCESSORIES

(To be secured from your Exchange)

#### Paper

Two one-sheets  
Two three-sheets  
Two six-sheets  
One twenty-four sheet

#### Photos

Ten 8 x 10 black and white  
Eight 11 x 14 colored gelatine  
Two 22 x 28 colored gelatine  
8 x 10 photos of star

#### Cuts and Mats on Production

Five one-column  
Three two-column  
Two three-column

#### Stock cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

#### Rotogravure

#### Series of Advertising Layouts: Mats

#### Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays.

#### Heralds Window Cards

#### Slides Music Cues

### BUT IF YOU HAVE ANY

### LINGERING DOUBTS

### PLEASE WRITE OUR EX-

### HIBITORS' SERVICE DE-

### PARTMENT—OBEY THAT

### IMPULSE AND

### DO IT NOW!

### THE PLAYERS

Nora Marsh.....Billie Burke

Frank Taylor.....Thomas Meighan

Miss Wickham.....Helen T. Tracy

Edward Marsh.....J. W. Johnson

"Gertie," his wife.....Mary Alden

Miss Pringle.....Margaret Seddon

James Wickham.....Walter McEwen

His wife.....Grace Studeford

Reginald Hornby.....John Raymond

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- 16. Advance Publicity
- 17. Cast and Synopsis
- 18. Synopsis Continued



## ADVERTISING SUGGESTIONS FOR "THE LAND OF PROMISE"

### Post Card No. 1 (*to be sent 9 days before showing.*)

Dear Madam:

The photoplay entitled "THE LAND OF PROMISE" with Billie Burke as the star is coming to the ..... theatre on .....

This is the play in which Miss Burke starred on the speaking stage on Broadway a few years ago and which is admirably suited to this vivacious and beautiful young actress.

Manager.

### Post Card No. 2 (*to be sent 6 days before showing.*)

Dear Madam:

We sent you a card a few days ago telling you of our next Paramount Picture, "THE LAND OF PROMISE."

This picture with Billie Burke and Thos. Meighan in the leading roles was written and staged by the noted author, Somerset Maughan and was directed by Joseph Kaufman.

We know you will be interested in seeing this picture and shall look for you at the ..... theatre on .....

Manager.

## SUGGESTED LETTER

(*To be sent 3 days before showing.*)

Dear Madam:

In speaking of her latest Paramount Picture, "THE LAND OF PROMISE," Billie Burke remarked: "This is one of the realest pictures I ever played in. In portraying the inner heart life of the little affectionate starved English girl, Nora Marsh, I almost lived the character. A new thing happened while working on the production,—I kept feeling I had been in the place before and several times while motoring about, looking for 'locations' I was able to tell the driver which way to turn, although to my knowledge I had never been there before. The mystery was explained upon receipt of a letter from my Aunt in Montreal asking whether I remembered the trip I had with her through that same district several years before."

In this production, which was supposed to have taken place in Western Canada, Miss Burke decided that no "tenderfeet" Eastern actors should intrude their monocles and wrist watches where there should be rugged strength and work-roughened hands, so most of the small parts were played by natives of Canada and different parts of Manitoba.

In "THE LAND OF PROMISE" all of Miss Burke's dreams come true, and we are made to see that each individual has a "Land of Promise" in his or her own heart and that happiness lies waiting for us at our very doors. Miss Burke makes us realize that what we need most in this world is Love.

Don't miss seeing this production at the ..... theatre on .....

Cordially yours,

Manager.

### Follow-up Post Card (*To be sent on day of showing.*)

Dear Madam:

We trust we will have the pleasure of seeing you at the ..... theatre today where we are showing Billie Burke in "THE LAND OF PROMISE."

We feel quite sure you will go away feeling happy after witnessing this production.

Manager.



## FOR ADDITIONAL SUGGESTIONS KINDLY APPLY TO SERVICE DEPARTMENT

**LOBBY DISPLAY** The heroine of this photoplay—"THE LAND OF PROMISE"—Billie Burke, lives most of her life as the companion of a crabbed relative; finds that she is not remembered in the will; married simply to obtain a home and protection from the world; and settles in a shack—much on the order of a log cabin.

Construct, either in carboard or in logs, a cabin that shall take in your entire lobby—your entrance to the theatre being the door of the cabin. At the entrance have a life-size cut of Billie Burke standing there as if to welcome every patron. On the side of the wall of the cabin paint some such catch line as this: "If you married simply to obtain a home and were unloved by your husband, would you then forgive him if he failed in business and your heritage saved him from ruin? See Billie Burke's solution of this problem in 'THE Land of Promise.'"

**WINDOW DISPLAY** The log cabin idea with Billie Burke as the central idea can be carried out in most of the store windows in your town. Give a prize to the best display; and get your local window dressers to enter into the spirit of the competition.

**CAR CARD and WINDOW CARD** For your car and window cards, take a photograph of the winning window display and feature them prominently in your car and window card advertising. If convenient, have your lobby artist make an attractive lay-out of the photograph plus the adequate information about the time and place of the appearing of the photoplay.

**DASHBOARD ADVERTISING** Block type alone seems most appropriate for this car dashboard advertising which you will find—wherever it is possible to use same—will pay you handsomely. Bright reds against white are usually employed, although you might find that soft browns and blacks, so much used with effect in England, will be different from the usual advertisement. They can be made most artistic—thereby giving the thought of CLASS to your theatre.

**NEWSPAPER ADVERTISING** We know of no better advertising in the newspapers than to make the advertising NEWS. If therefore, you have some photograph of a window display or of some news happening that is psychologic, and then feature same in your advertising you will have far better advertising than the usual stereotyped cold announcement. If John Smith has spread himself to make a good display of a log cabin and Billie Burke, give him credit for it and ask your people if they have seen it. Tell them what it is all about and WHY they should see this photoplay in your theatre.

**TYING UP WITH THE MILLION DOLLAR CAMPAIGN** If you were to be here at headquarters and see the advantage that the progressive exhibitor is taking of the Million Dollar campaign, you too would be quick—if you have not already done so—to advertise on billboards, electric signs and in your advertisements everywhere the Paramount and Artcraft trademarks. This is MOST IMPORTANT. Paramount and Artcraft needs your co-operation, but you need the advantage of the trademark even more. Try this out! If you want additional suggestions as to what you can do with this "tying-up," write to us. We will be pleased to go into the matter in detail with you.



## BILLIE BURKE GOES A-TRAVELLING

New York City, a little town in western Canada and next,—it is rumored,—Florida. These are the places where piquant little Billie Burke, famous comedienne of stage and screen, has been stopping during these strenuous times, when every day must be recorded with its sufficient number of celluloids tucked away inside the camera with thousands of feet of pictures of Billie Burke laughing, weeping, intriguing or waxing sentimental, in them.

Her first Paramount picture, "The Mysterious Miss Terry," was taken in New York City, and her second, "The Land of Promise," took her and her company of actors, directors, camera men and script writers to Manitoba, Can.

It has not been definitely decided where the third will be filmed, but there are persistent rumors to the effect that Florida will be the location. When she heard of this Billie Burke laughed and said:

"That's what we thought they'd do (the scenario department) as a sort of poetical justice for allowing us the joy of the visit to Canada. Why they can't write northern plays for us in the summer and send us south in winter, will always be one of the riddles of the universe to me! However, I don't mind the travel, in fact I rather like it, for I've been living in Pullmans or on steamships half my life, I believe.

"You see, I was born in Washington, D. C., but a very short time after my advent into this queer old world, my nurse packed up my tiny things and we started for France, where after a few years I was placed in a convent.

"As my father was an actor, known as 'Billy' Burke, I decided to follow his footsteps and took his name for mine. I have worked in the principal music halls and theatres of nearly all the large European cities, as well as those of America, where later I made my stage debut in 'My Wife' with John Drew at the Empire Theatre.

"After that I appeared in 'Love Watches,' 'Mrs. Dot,' 'Suzanne,' 'The Philosopher,' 'The Apple Orchard,' 'The Runaway,' 'The Mind-the-Paint-Girl,' and others.

"But it's my screen work that I enjoy most of all, and in which I think I shall be most successful. 'The Land of Promise' is a very wonderful picture, in the original stage version of which I appeared in New York City."

"The Land of Promise" will be shown at the ..... Theatre on ....

...



STOCK STAR CUTS AND MATS

# BILLIE BURKE



Illustration is a reduction of sizes listed below

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats

Centre Row—Three Two-column Cuts and Mats

Bottom Row—Five One-column Cuts and Mats

Always Obtainable at Your Exchange



# Ad Cuts With Pep and Punch—They Sell—You Need Them

Always use pictures in advertising your attractions. They serve a double purpose; they are the best kind of eyecatchers and they hint at what's in the picture and create a desire to see the rest. All of the Paramount advertising cuts and mats are made to do those very things. Besides, they will print well under good conditions; in fact, the line cuts will print well under *any* conditions. Be careful though, that your printer is a very good printer before you use a half-tone.

Adolph Zukor presents  
**Billie Burke**

by arrangement with F. Ziegfeld, Jr.  
in

**"The Land of Promise"**

By W. Somerset Maugham  
Directed by Joseph Kaufman



Piquant Billie Burke in the greatest story of her wonderfully brilliant career. A story that made Broadway sit up and take notice when presented on the stage. A Paramount Picture you simply must not miss.

## Other Attractions



The pictures that  
are advertised in the  
great magazines

## Exhibitors' Theatre

Adolph Zukor presents

**Billie Burke**

by arrangement with F. Ziegfeld, Jr.

**"The Land of Promise"**



Paramount Picture



Directed by Joseph Kaufman

The greatest stage success of its season. The talk of the Great White Way. The famous story

By W. Somerset Maugham

has now been picturized and enhanced by the personality of piquant Billie Burke becomes one of the greatest sensations of the year in picturedom.

## Other Attractions

## Name of Exhibitors' Theatre

It's not a theory—it's 1,000,000 regular dollars we're asking you to "link-up" to



ADOLPH ZUKOR presents

# Billie Burke

by arrangement  
with

F. Ziegfeld, Jr.

*in*  
"The Land of  
Promise"



A Paramount Picture

Directed by

Joseph Kaufman

The story that made New York sit up and take notice. The tender heart interest story

**By W. Somerset Maugham**

that was the hit of its stage season. Enhanced by the captivating presence of Billie Burke this becomes a Paramount Picture you can't afford to miss.

**Name of Exhibitors' Theatre**

They're looking for Paramount theatres now. Can they find one? Yours? The trade mark tells them the way



ADOLPH ZUKOR  
presents

# BILLIE BURKE

in

# The Land of Promise

By W. Somerset Maugham

Directed by Joseph Kaufman



BILLIE BURKE  
in  
"The Land of Promise"  
A Paramount Picture

5071



Would you marry for a home? What would you expect your life to be?  
Hades on earth? Or would you fall in love with the  
man and "live happy ever after?"

---

*Other Attractions*

---

**NAME OF EXHIBITORS' THEATRE**

*If you want to know just how to "link-up" write to the  
EXHIBITORS' SERVICE DEPARTMENT*



**MUSIC CUES!**  
Ask your Exchange  
for them

Adolph Zukor presents

# BILLIE BURKE

by arrangement with F. Ziegfeld, Jr.

in

## "The Land of Promise"

By W. Somerset Maugham

Directed by Joseph Kaufman



By W. Somerset Maugham  
Directed by Joseph Kaufman

This story packed the great theatres of New York for months. It was the talk of its season. With all its original features retained and enhanced by the camera, and made a thing beyond compare by adorable Billie Burke, it becomes a picture you simply can't afford to miss.

---

### Other Attractions

---



This is the theatre that shows the pictures advertised in the Saturday Evening Post.

EXHIBITORS' THEATRE



### Broadway Stage Success Picturized

This story was the sensation of its season when presented on the stage . . . Graced by the captivating personality of Billie Burke, the picture will be the talk of the town for many a day.

---

### Other Attractions

---



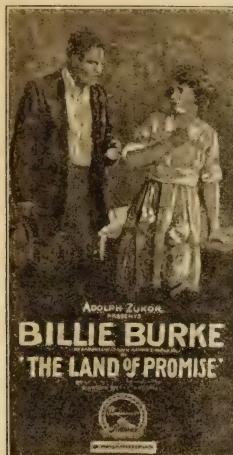
This is the theatre that shows the pictures advertised in the Saturday Evening Post

NAME OF EXHIBITORS' THEATRE

*Displaying the Paramount trade mark on your ads makes your theatre  
"the theatre that advertises in the Saturday Evening Post"*



Cover your town with this paper and you will fill  
every seat on every performance



Three Sheet



One Sheet



One Sheet



Three Sheet



Six Sheet



Six Sheet



Twenty-four Sheet

## SLIDE





STOCK PRODUCTION CUTS AND MATS

# "The Land of Promise"



This illustration is a layout of the production cuts  
ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats  
Centre Row—Three Two-column Cuts and Mats  
Bottom Row—Five One-column Cuts and Mats

Always Obtainable at Your Exchanges



Press stories to be sent to newspapers a few days in advance and  
during the showing of "THE LAND OF PROMISE"

BILLIE BURKE RETURNS TO CHILDHOOD SCENES IN MAKING PICTURE.

In speaking of her latest Paramount picture, Billy Burke was heard to say a few days ago: "'The Land of Promise' is to me one of the realest pictures I ever worked in and in portraying the inner heart-life of the little, affection-starved English girl, Norah Marsh, I almost lived the character and was quite as worried over her problems and troubles as if they had been my own.

"The part of the picture that was staged in western Canada will be very beautiful, for we passed through the most beautiful sections of the Canadian Rockies and 'shot' some scenes there as well as in the yellow wheat fields where most of the production was taken and where my film husband was supposed to have a farm.

"A queer thing that happened while we were working on this production was that I kept feeling that I had been in those places before—and, indeed, several times when we were motoring about looking for 'locations' I was able to tell the driver which way to turn, although I had never been there before to my knowledge.

"The mystery was explained upon receipt of a letter from my aunt in Montreal, who asked me whether I remembered the trip I had taken with her through that same district at four years of age!

"'The Land of Promise,' in which I starred for many months on the speaking stage, was arranged for the screen by W. Somerset Maughan, it's original author, and will, I think, prove to be even more popular than the original, as we were, of course, able to secure many effects impossible for the narrow limits of stage."

You can see Billie Burke in "The Land of Promise" at the .....  
Theatre on .....

Billie Burke, well known stage and screen star, will appear on ..... at the ..... Theatre in "The Land of Promise," which was one of her most popular stage successes. The screen version was arranged for her by W. Somerset Maughan, who also wrote the original.



One of the most striking phases in the life of the farmers who are much isolated from their fellow human beings is the softening influence of a woman's presence in their shacks or ranch houses. A vivid example of this is found in "The Land of Promise," a throbingly real photoplay written by W. Somerset Maughan and starring talented Billie Burke. "The Land of Promise" will be shown at the ..... Theatre on .....

#### PROBLEM OF UNTRAINED GIRLS SEEKING EMPLOYMENT

Untrained girls looking for work are often faced with the question as to whether a "companion" position with some wealthy old lady would not be the best thing they could find. There are many who have tried this life, but only a few ever succeed, for it is one of the most exacting, the most discouraging and thankless works a woman can do. Treated neither as an equal nor quite a servant, the "companion" has no social status and no real position in life. Piquant Billie Burke, in her latest Paramount picture, "The Land of Promise," shows vividly the life of a "companion" to a wealthy, crabbed old woman. "The Land of Promise" will be shown at the ..... Theatre on .....

An item of special note in the second Billie Burke Paramount production, "The Land of Promise," is the display of remarkable types in even the most unimportant types. As most of the action was supposed to take place in western Canada, Director Joseph Kaufman and Billie Burke, star, decided that no "tenderfeet" eastern actors should intrude their monocles and wrist watches where there should be rugged strength and work-roughened hands. For this purpose most of the small parts were played by native farmers of Canada, from different parts of Manitoba. "The Land of Promise," which was written by W. Somerset Maughan, will be shown at the ..... on ..... of this week.



Press stories to be sent out ten days or a week in advance of the  
showing of "THE LAND OF PROMISE"

From the busy streets and thronging avenues of New York City, where men and women live by millions within narrow areas and in deep, canyon-like streets, to the broad, open prairies of Canada is the long "jump" taken by Billie Burke recently. Upon the completion of her first Paramount picture, "The Mysterious Miss Terry," dainty Billie Burke packed her numerous travelling bags and "boxes" and hied herself to the fields of Manitoba for the production of her latest Paramount production, "The Land of Promise."

"The Land of Promise," which was written by the noted English author, W. Somerset Maughan, bids fair to be one of Billie Burke's most popular productions, not only from the fact that she had already appeared in the same piece on the legitimate stage, but that the screen version has been written by the author of the original, thus insuring no weakening of the production through "too many cooks."

"The Land of Promise" will be the attraction at the ..... Theatre on ..... of ..... week.

"The Land of Promise" is the second production starring Billie Burke to be released by Paramount Pictures Corporation and discloses the piquant young star as a young English girl whose life has had all the romance and charm of a mummy's. That is,—until she reaches "The Land of Promise"—the land she had dreamed about where all her dreams would come true. W. Somerset Maughan, the author, chose Canada to represent this land, but under the sparkling surface of the photoplay, one is made to see that each individual has a "Land of Promise" in his or her own heart and that happiness lies waiting for us at our very doors. "The Land of Promise" is coming to the ..... Theatre on .....

Billie Burke, popular star of stage and screen, is coming to the ..... Theatre soon in "The Land of Promise," a Paramount adaptation of W. Somerset Maughan's famous play, in which Miss Burke starred on the stage several seasons ago.



In accordance with his progressive policy of presenting "the biggest and best" in the motion picture line, Manager ..... of the ..... Theatre, announces the engagement of the second Billie Burke picture released by Paramount,—"The Land of Promise."

The story has to do with the unhappy life of a girl "companion" to a wealthy old woman and her longing for the happiness that comes to other girls and seemed to have passed her by. How she went to Canada, thinking it "The Land of Promise," and found only more misery even in that fair country; how she married a rough farmer, loathing him all the while, but hoping to escape from the monotony of her life; and how she finally came to love him and appreciate his good qualities; all this and much more, is graphically shown in "The Land of Promise."

#### ANOTHER FAMOUS AUTHOR TURNS SCENARIO WRITER.

W. Somerset Maughan has been engaged by the Famous Players-Lasky Corporation to write especially for the photoplay productions of Paramount. The motion picture rights to Mr. Maughan's successful play, "The Land of Promise," were secured and the motion picture version arranged by Mr. Maughan himself. This will constitute Billie Burke's second Paramount picture, the first having been Gelett Burgess's "The Mysterious Miss Terry," in which the vivacious little star created a veritable sensation among motion picture fans all over the country. "The Land of Promise" has been scheduled for release on ..... at the ..... Theatre.

#### DIRECTOR OF "BROADWAY JONES" FOR BILLIE BURKE.

Joseph Kaufman, who directed the well-known "Broadway Jones," starring George M. Cohan, is the director for Billie Burke's second Paramount production, "The Land of Promise," adapted by W. Somerset Maughan from his own well-known play of that name, in which Billie Burke starred on the stage. "The Land of Promise" will be shown at the ..... Theatre on .....

EUROPEAN REVIEW.

DIRIGENT

## SYNOPSIS

For ten years, the best years of her life, when other girls are enjoying themselves, Nora Marsh had been Miss Wickham's companion. Miss Wickham, a wealthy, crabbed old lady, lives at Tunbridge Well, hated by all her relatives and avoided by the neighbors. For thirty pounds a year and a respectable home Norah had devoted herself to Miss Wickham through all those years of bondage.

As much as she can like anyone, Miss Wickham likes Norah, and she always hinted at making a provision for her in her will. In a way, Norah had expected this to be the old lady's intention.

Miss Wickham is taken ill and in spite of the care of her physicians and Norah—for she steadfastly refuses a professional nurse—she dies, very suddenly. Norah really mourns for her, but at the same time looks for a respite after the years of drudgery and real "hard labor." She expects at least two hundred and fifty pounds, which means travel, pretty clothes and all the things for which she had longed. After the funeral, when the will is read, she finds that no provision at all has been made for her.

Being unable to do any other kind of work, and afraid to enter another position of the same sort, Norah drifts along until her funds are nearly exhausted, when, suddenly thinking of her brother Edward in Canada, "The Land of Promise," she decides to go there.

Edward Marsh has a farm at Dyer, Manitoba, and is quite successful. He has married a little waitress, whom he first met in Canada, and finds her if not a lady, at least a faithful wife who has stood by him well. But when Norah arrives Gertie, the brother's wife, becomes jealous, and poor Norah finds herself again in an unhappy position.

Thus Norah finds her "Promised Land" anything but what she hoped,



and the climax arrives one day when, after a quarrel between the two women, Gertie insists that Norah apologize before Edward and the "hired man," including Frank Taylor, part owner of the farm, who has by hard luck been forced to "hire out." She suddenly recalls that she had heard Farnk Taylor mention getting a wife to "do the chores." She calls him to her and asks if she will do. Upon his astonished assent, the two leave her brother's farm and are married immediately, going to Frank's farm in Prentice, Manitoba.

When they reach Frank's shack, Norah begins to regret her hastiness, but Frank, knowing well why she married him, tries to be kind to her, and they start a queer, loveless home-keeping, wherein Norah, at least, is contented and fairly happy.

Six months later we find them still at the shack, which has been greatly changed by Norah's dainty belongings and natural instinct for "home-making." Frank, however, is tiring of the monotony of their lives and a terrific scene occurs between Norah and himself because she cannot grant him affection which she does not feel for him. She threatens to leave him, but he tells her there is not a house for miles around, and she is obliged to remain.

The next day her brother brings her a letter from England, which had come in his care, and on opening it she finds that at last her just reward for the years of service to Miss Wickham was received, for the relatives had decided that 500 pounds was her due, and a check for that amount was enclosed. Speechless with joy at having at last found a means of independence, Norah and her brother are interrupted by Frank, who bursts in, white and suffering, to say that he is ruined —a fatal weed has attacked his crop, and all must go. Norah pities him from the depths of her heart, but it is not until he offers to let her go—that she realizes that after all what they both need is love, and they find the "Land of Promise" together.







TRADE MARK  
**FAMOUS PLAYERS - LASKY CORPORATION**  
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General  
NEW YORK



# List of Paramount Exchanges

DISTRIBUTING

## “THE LAND OF PROMISE”

**Boston, Mass.**—10 Shawmut St.,  
Famous Players Film Co. of N. E.

**New Haven, Conn.**—131 Meadow  
St., Famous Players Film Co. of  
N. E.

**Portland, Me.**—85 Market St.,  
Famous Players Film Co. of N. E.

**Sherry**, 729 7th Ave.,  
Wm. L. Sherry Feature Film Co.

**Buffalo, N. Y.**—145 Franklin St.,  
Wm. L. Sherry Feature Film Co.

**23rd St.**—71 West 23d St.,  
Famous Players Exchange.

**Philadelphia, Pa.**—1219 Vine St.,  
Famous Players Exchange.

**Washington, D. C.**—525 13th St.,  
N. W., Famous Players Exchange.

**Pittsburgh, Pa.**—Penn Ave. and  
12th St., Famous Players Film  
Serv., Inc.

**Cleveland, Ohio**—Standard Thea-  
tre Bldg., Prospect Ave. near 9th  
Ave., Famous Players Film Serv.,  
Inc.

**Chicago, Ill.**—220 So. State St.,  
Famous Players Film Serv., Inc.

**Cincinnati, Ohio**—107 West 3d St.,  
Famous Players Film Serv., Inc.

**Detroit, Mich.**—278 Jefferson Ave.,  
E., Famous Players Film Serv.,  
Inc.

**Kansas City, Mo.**—2024 Broadway  
Kansas City Feature Film Co.

**St. Louis, Mo.**—3929 Olive St.,  
Kansas City Feature Film Co.

**Minneapolis, Minn.**—Produce Ex-  
change Bldg., Famous Players Star  
Feature Film Serv., Inc.

**Salt Lake City, Utah**—133 East  
2d South St., Notable Feature  
Film Co.

**Denver, Colo.**—1749 Welton St.,  
Notable Feature Film Co.

**San Francisco, Cal.**—645 Pacific  
Bldg., Progressive Motion Picture  
Co.

**Seattle, Wash.**—Central Bldg.,  
Progressive Motion Picture Co.

**Los Angeles, Cal.**—Marsh Strong  
Bldg., Progressive Motion Picture  
Co.

**Portland, Ore.**—9th and Burnside  
Sts., Progressive Motion Picture  
Co.

**Atlanta, Ga.**—51 Luckie St.,  
Southern Paramount Picture Co.

**New Orleans, La.**—814 Perdido St.,  
Southern Paramount Picture Co.

**Dallas, Texas**—1902 Commerce St.,  
Texas Paramount Picture Co.



# Press Book — Exhibitor's Aids



ADOLPH ZUKOR

*presents*

# BILLIE BURKE

(By arrangement with F. Ziegfeld, Jr.)

*in*

## "Eve's Daughter"

By ALICIA RAMSEY

Scenario by Margaret Turnbull

Directed by James Kirkwood

*A Paramount Picture*

## Make new friends—hold old ones

Irene Simpson-Bates.....	BILLIE BURKE
John Norton.....	Thomas Meighan
Courtenay Urquhart.....	Lionel Atwill
Martin Simpson-Bates.....	William Riley Hatch
Victoria Vanning.....	Florence Flynn
Mrs. Simpson-Bates.....	Harriet Ross
Edith Simpson-Bates.....	Lucile Carney
Kate Simpson-Bates.....	Mary Navaro
Rev. James Sunningdale.....	Henry Lee
Director.....	James Kirkwood



ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General

NEW YORK



## What You Want To Know About "Eve's Daughter", A Paramount Picture

STAR . . . . .	BILLIE BURKE who has recently appeared in "The Mysterious Miss Terry," "Arms and the Girl," and "The Land of Promise." Miss Burke is one of the most popular comedienne of stage or screen.
DIRECTOR . . . . .	James Kirkwood—Ass't H. Cameron Smith.
CAMERAMAN . . . . .	Lawrence Williams.
AUTHOR . . . . .	Alicia Ramsey.
THE STORY . . . . .	Appeared as a play on Broadway, New York, recently, with Grace George as the star. Deals with girl who has been strictly brought up and decides to have her "fling" with meager fortune left by father—runs away with Englishman who cannot marry her and is rescued by lawyer of her father, etc.
CAST . . . . .	Could be called "all-star." Includes William Riley Hatch, Thomas Meighan, Lionel Atwill, Florence Flynn, Mary Navaro and others as well known (see below).
SCENARIO . . . . .	Margaret Turnbull.
PHOTOGRAPHY . . . . .	Excellent firelight scenes — lighting throughout good.
REMARKS . . . . .	Although the production is not an Irish story, there is the queer coincidence of nearly all the players as well as the director being thoroughly Celtic—you might play this up if you have a majority of Irish patrons. For story see page 7.

### "Progress--Advance" Not Only Furnishes You Advertising Suggestions and An Exhibitors' Service Department, It Contains Current Music Cues. Keep a File on Hand for Reference.

#### ACCESSORIES

(Obtainable at your Exchange)

##### Paper

Two one-sheets  
Two three-sheets  
Two six-sheets  
One twenty-four-sheet

##### Photos

10 8x10 black and white  
8 11x14 colored gelatine  
2 22x28 colored gelatine  
8x10 photos of star

##### Cuts and Mats of Production

Five one-column  
Three two-column  
Two three-column

##### Stock Cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

##### Rotogravure

##### Series of Advertising Layouts: Mats.

Press Book with sales talk, card and letter announcements, suggestions for lobby and other displays.

##### Heralds

##### Slides

##### Window Cards

##### Music Cues

#### THE PLAYERS

IRENE SIMPSON-BATES,  
BILLIE BURKE  
John Norton..Thomas Meighan  
Courtenay Urquhart,      Lionel Atwill  
Martin Simpson-Bates,  
William Riley Hatch  
Victoria Vanning,  
Florence Flynn  
Mrs. Simpson-Bates,  
Harriet Ross  
Edith Simpson-Bates,  
Lucile Carney  
Kate Simpson-Bates,  
Mary Navaro  
Rev. James Sunningdale,  
Henry Lee

#### Director, James Kirkwood

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Ad-cuts and mats to get new friends and hold old ones

A line cut, with its dazzling black and white masses stands out like the proverbial sore thumb. Add to that very attention-compelling power the selling power of their human interest element and you know why Paramount line cuts are being distributed to 300% more exhibitors than six months ago. Are you in line?

## EXHIBITOR'S THEATRE

Adolph Zukor presents

### BILLIE BURKE

(BY ARRANGEMENT WITH F. ZIEGFELD JR.)

in "Eve's Daughter" by ALICIA RAMSEY

Story by MARGARET TURNBULL  
Directed by JAMES KIRKWOOD



A Paramount Picture

Billie Burke—she of the airy personality and the bewitching ways—in an up-to-the-minute American play—that's too good to miss..... All week, but come early.

Paramount-Sennett Comedy

Paramount-Bray Pictograph

Soloists

Orchestra

# Exhibitor's Theatre

Adolph Zukor presents

## BILLIE BURKE

(BY ARRANGEMENT WITH F. ZIEGFELD JR.)

in "Eve's Daughter" by ALICIA RAMSEY

Scenario by MARGARET TURNBULL

Directed by JAMES KIRKWOOD



A Paramount Picture

COULD YOU USE \$15,000?

How?

Let 'er go in one grand splurge or—  
stretch it out?

That's what Billie Burke—dainty Billie of the bewitching ways is "up against" in this up-to-the-minute American picture of pep and personality.

All week but play safe and come early.

Paramount-Mack Sennett Comedy

Paramount-Bray Pictograph

Soloists

Orchestra

# EXHIBITOR'S THEATRE

Adolph Zukor presents

# BILLIE BURKE

(BY ARRANGEMENT WITH F. ZIEGFELD JR.)

"Eve's Daughter" by ALICIA RAMSEY

Scenario by MARGARET TURNBULL, directed by JAMES KIRKWOOD



## A Paramount Picture

A rippling, peppery picture, dominated by the piquant personality of bewitchingly pretty Billie Burke—the picture you can't afford to miss.

Paramount-Mack Sennett Comedy

Soloists

Paramount-Bray Pictograph

Orchestra

# ADVERTISING SUGGESTIONS FOR "EVE'S DAUGHTER"

## From Exhibitors' Service Department

485 Fifth Avenue, New York

### POST CARD No. 1

(To be shown 9 days before showing)

DEAR MADAM:

Billie Burke, one of the greatest comediettes of the American stage, is coming to the ..... Theatre on ..... in a new Paramount Picture called "EVE'S DAUGHTER." In this picture Miss Burke adds many new and charming touches to her work, which is always so full of Burke-isms. We feel sure you will want to see this photoplay.

*Manager.*

### POST CARD No. 2

(To be shown 6 days before showing)

DEAR MADAM:

One might almost say a company of Irish Players is holding forth at the ..... Theatre on ..... in "EVE'S DAUGHTER," the new Paramount Picture, with Billie Burke as the star. From Director James Kirkwood, nicknamed "Irish" Kirkwood, to Miss Burke herself, the personnel is Celtic. Thos. Meighan, Riley Hatch, Clarence Doyle, Florence Flynn and Ivy Shannon are a few of the typically Irish names in the cast, which is worthy to be called all-star.

Don't forget the date, please.

*Manager.*

### SUGGESTED LETTER

(To be sent 3 days before showing)

DEAR MADAM:

Winsome Billie Burke, who is to appear at the ..... theatre on ..... in the photoplay entitled "EVE'S DAUGHTER", is the daughter of a well known actor of the same name. After concluding her studies in the convents of France, she decided to adopt the stage as her profession. She was engaged for the role of "The School Girl" in support of Edna May at the Prince of Wales Theatre, London, and made her debut in New York with John Drew at the Old Empire Theatre in a play called "My Wife." It was not, however; until she played Jacqueline in "Love Watches" that she was elevated to stardom.

When it was discovered that Miss Burke's piquant face and personality screened so well, she was engaged by the Famous Players Lasky Corporation to make Paramount Pictures. In the character of Irene Simpson Bates in "Eve's Daughter," Miss Burke depicts the life of a girl suddenly left some money by her father who, after a life of repression and hardship, squanders it all on one good time. She nearly outsteps the bounds of convention, but is saved by her father's lawyer — the man who really loves her.

There are many humorous touches in this play, such as the second marriage of the mother who almost literally buys herself a husband thirty years her junior.

Miss Burke, who is famous for her beautiful frocks, will wear many of the very latest design in this picture.

Trusting to have the pleasure of greeting you at the theatre on that evening,

*Manager.*

### FOLLOW UP POST CARD

(To be sent on day of showing)

DEAR MADAM:

If you will come to the ..... Theatre today, you will learn what relation you are to "EVE'S DAUGHTER," who in this case is Billie Burke. It will interest and amuse you.

*Manager.*



Cover your town with this paper and you will fill  
every seat at every performance

Always obtainable at your Exchange

SLIDE



Three Sheet



One Sheet



Three Sheet



Six Sheet



# ADVERTISING SUGGESTIONS FOR "EVE'S DAUGHTER"

**LOBBY** You could have a fig tree erected in your Lobby and have a large serpent **DISPLAY** hung therein, with a card reading:

"What is the serpent which tempts so many of Eve's Daughters today? Come inside and let Billie Burke tell you."

**WINDOW** You could have your Department and Jewelry stores co-operate with you in **DISPLAY** showing their finest and most tempting wares, and have a sign reading:

"This is the serpent that tempted many an "Eve's Daughter" before the war — the love of finery — Billie Burke will show you how at the ..... theatre on ....."

In another window of the same store (or one corner of these same windows) you could display sweaters, scarfs, wristlets and helmets, with a card reading:

"The modern "EVE'S DAUGHTER", unlike her sister at the ..... theatre, which Billie Burke portrays, is not tempted by the serpent, but is busy knitting for Uncle Sam's Sailors and Soldiers. Don't fail to see this picture."

**CAR CARDS** You could have a reproduction of your Lobby Display and a card as follows:

"COME TO THE ..... Theatre on ..... and let Billie Burke tell you what relation you are to EVE'S DAUGHTER."

**NEWSPAPER ADVERTISING** You could also have a reproduction of your best window display in your newspaper, giving credit to the merchant or window dresser who got it up and have reading matter as follows:

"THIS IS THE SERPENT THAT TEMPTED 'EVE'S DAUGHTER' BEFORE THE WAR, WITH BILLIE BURKE AS THE STAR, BUT WE ARE SURE IF YOU COULD STEAL IN UPON MISS BURKE'S PRIVACY YOU WOULD FIND HER MAKING THE SAME SELF-SACRIFICE THAT ALL THE MODERN EVE'S DAUGHTERS ARE MAKING — KNITTING FOR OUR BOYS."

**CONTEST** You could offer a prize to the girl or boy who could guess the answer to the following question:

"WHY ARE WE CALLED 'EVE'S DAUGHTERS' WHEN WE WANT SO MUCH TO WEAR AND EVE WANTED SO LITTLE?"

COME TO THE ..... Theatre on ..... let Billie Burke tell you."

For Further Advertising Suggestions Write to  
**EXHIBITOR'S SERVICE DEPARTMENT**

485 Fifth Avenue, New York



## BILLIE BURKE AS "EVE'S DAUGHTER"

Billie Burke, now appearing at the \_\_\_\_\_ Theatre in "Eve's Daughter," was born in Washington, D. C., but went to France at an early age, and it was principally in the convents of that country that she received her early education. Her father was also an actor, well known as "Billie" Burke, and it was this fact which prompted the daughter to append this title for her own professional career.

Concluding her studies, she decided to become an actress, and being a fluent linguist, sang in the principal music halls of France, Russia and other European countries, finally making her appearance at the Pavilion, London, where she won immediate success in light songs.

She was thereafter lost to view for a short time, after which she appeared in "Beauty and the Beast," presented in Glasgow. It was while she was there that she first came to the attention of George Edwardes, who engaged her for the role of Mamie Rockefeller in "The School Girl," in support of Edna May at the Prince of Wales Theatre, London. Among her other appearances she toured the British provinces in "The Duchess of Dantzio," and worked in support of Sir Charles Hawtrey in "Mr. George."

She made her debut in New York playing with John Drew in "My Wife" at the old Empire Theatre. She was elevated to stardom through the role of Jacqueline in "Love Watches" at the Lyceum Theatre, New York City, since which time she has appeared in many productions including: "Mrs. Dot," "Suzanne," "The Philosopher," "The Apple Orchard," "The Runaway," "The Mind-the-Paint Girl," and others.

When it was discovered that Billie Burke's piquant face and personality screened marvelously well, she was engaged by the Famous Players-Lasky Corporation to make Paramount pictures. Her first picture for this company was "The Mysterious Miss Terry," a charmingly sentimental heiress who hits upon a most unique method of solving the problem of her own life-and incidentally those of several others.

Subsequently, she has appeared in the Paramount pictures "Arms and the Girl," "The Land of Promise," and now "Eve's Daughter," written by Alicia Ramsey, directed by James Kirkwood, and boasting an especially good cast including Thomas Meighan, William Riley Hatch, Florence Flynn and other popular screen players.



# ADVANCE PUBLICITY

Newspaper shorts to be sent out a week, five and three days respectively, ahead of the first showing of "EVE'S DAUGHTER"

## IRISH PERSONNEL FOR BILLIE BURKE IN "EVE'S DAUGHTER"

There is a company of Irish players soon to hold forth at the \_\_\_\_\_ Theatre in Billie Burke's newest Paramount photoplay "Eve's Daughter." This is merely a coincidence because the production is not in the least an Irish story, but worthy of mention from its very unusualness. From Director James Kirkwood, nicknamed "Irish" Kirkwood by his friends to Miss Burke herself, the personnel is Celtic. Thomas Meighan, Riley Hatch, Clarence Doyle, Florence Flynn, Ivy Shannon, Henry Lee and Lucile Carney are a few of the typically Irish names in the cast. "Eve's Daughter," which was written by Alicia Ramsey, is an adaptation of the stage play of that name produced this year and starring Grace George.

Billie Burke's next appearance at the \_\_\_\_\_ Theatre will be in the Paramount picture "Eve's Daughter" from the play by Alicia Ramsay, which was originally produced starring Grace George. It depicts a girl, Irene Simpson-Bates, who chafes at the galling restraint placed on her by her wealthy father from whom she inherits a strong will, and who, at his death, takes all the small fortune he left her and squanders it in "one good time." How she is very nearly lured to an elopement and saved by her old father's lawyer who has always loved her, makes a thrilling story. Miss Burke wears some gorgeous frocks and has added many new and charming touches to her work, always so full of "Burkeisms," such as the quickly lifted chin and birdlike toss of the head which has endeared her to thousands. The supporting cast, including Thomas Meighan, William Riley Hatch, Florence Flynn and others, is worthy of being called "all-star," and does some excellent work in support of Miss Burke.

Winsome Billie Burke is to appear at the \_\_\_\_\_ Theatre on \_\_\_\_\_ in her latest Paramount picture, "Eve's Daughter." This is an adaptation by Margaret Turnbull of Alicia Ramsey's play of that name which was produced on Broadway this year with Grace George as the star. The excellent cast includes Thomas Meighan, who, it will be remembered, appeared with Miss Burke in "The Land of Promise," "The Mysterious Miss Terry" and others, William Riley Hatch, Florence Flynn, Lionel Atwill, Mary Navaro and others. The story deals with the sudden emancipation of a girl from the restraints of a strict father and the rather disastrous results which follow, with a happy ending, however.



## CURRENT PUBLICITY

Newspaper shorts to be sent out the second and first day ahead and the day of the showing  
of "EVE'S DAUGHTER"

### INTERVIEWING BILLIE BURKE BANE OF REPORTER'S LIFE

That screen stars are busy people was amply demonstrated at the Paramount studios recently when a reporter attempted to get a few words with that popular star. After over an hour of waiting he was admitted to her presence in the dusky recesses of the studio. But it was not to be. Constant interruptions from director, phone calls and what-not prevented anything further than the repeated assurance that Miss Burke was devoted to picture work and greatly preferred it to the stage, in fact. Personally, the reporter decided that he preferred almost anything to interviewing. Her latest picture, made under the direction of James Kirkwood, is "Eve's Daughter," Alicia Ramsey's play which was produced on a Broadway stage this year with Grace George as the star. "Eve's Daughter" will be shown on \_\_\_\_\_ at the \_\_\_\_\_ Theatre.

### STORY OF A GIRL'S "FLING" AT LIFE BILLIE BURKE'S LATEST PICTURE

At the \_\_\_\_\_ Theatre on \_\_\_\_\_ demure Billie Burke in her latest Paramount picture, "Eve's Daughter" from Alicia Ramsey's play by that name, is to be the star. The story deals with the life of a girl, suddenly left a little money by her father after a life of repression and hardship. How she nearly outsteps the bounds of convention, spending all her money in "one good time," only to be saved in time by the man who loves her and a girl she has helped, make up a thrilling and at times humorous story that will prove highly entertaining. Other pictures on the program will be \_\_\_\_\_

Billie Burke, the Paramount star, is appearing to-morrow at the \_\_\_\_\_ Theatre in a screen adaptation of Alicia Ramsey's "Eve's Daughter" which recently was shown on Broadway with Grace George as star. The screen version was arranged by Margaret Turnbull, while the picture was directed by James Kirkwood. An excellent cast, including Thomas Meighan, William Riley Hatch, Florence Flynn, Lionel Atwill, and others as well known. The story is decidedly "different," and the fact that Miss Burke wears frocks of the very latest design adds greatly to the attraction.



## R E V I E W

Newspaper review to be sent out the day after the first showing of "EVE'S DAUGHTER"

Billie Burke's appearance at the \_\_\_\_\_ Theatre in the much-heralded "Eve's Daughter" proved quite as entertaining as was expected. The direction of James Kirkwood, the clever cast, including Thomas Meighan, William Riley Hatch and others, made this sure in itself, but the always delectable acting of the star herself clinched the matter.

As Irene Simpson-Bates, chafing at the restraint imposed on her by her wealthy and disagreeable old father, she breaks all bonds at his death. Having expected at least a quarter million she is rather disappointed to learn that a mere fifteen thousand is to fall to her lot, but determines to make the very best of her heritage.

Renting an expensive apartment and buying innumerable expensive gowns leads her naturally along the road to expensive acquaintances, not the least expensive of whom is Victoria Vanning, who borrows money extensively, as a habit. Another new friend is Courtenay Urquhart, with whom, after a brief courtship, she consents to run away, scarcely realizing what she does, and dazed by unaccustomed champagne.

Her father's lawyer, young John Norton, who had long been a devoted suitor, learns of this, and follows the eloping couple in a special train, reaching their destination ahead of them. How he, with the help of the shallow but kind-hearted Victoria Vanning, manages to rescue Irene just in time, makes a thrilling story.

There are many humourous touches as is inevitable in a play in which this clever little comedienne appears, such as the second marriage of the mother, who almost literally buys herself a husband thirty years her junior. Miss Burke as Irene is a decidedly headstrong young person, and her semi-quarrels with her old friend John Norton are amusing in their naive sincerity.

It will be remembered that Grace George, one of the most prominent of our actresses, appeared in the stage version of "Eve's Daughter" recently in a Broadway Theatre. Miss Burke has injected many of her well known "Burkeisms" and not a few new ones which add decidedly to the effectiveness of her work.

Other features on the bill were \_\_\_\_\_



# For Exhibitors' information and house organ—cast and the story of “EVE'S DAUGHTER”

## CAST

## THE STORY

Brought up in the very strictest of families, Irene Simpson Bates has somehow managed to blossom into winsome lovable girlhood in spite of the strict though unnecessary poverty and sordidness—for her father is a millionaire—in which she has lived.

She chafes at the galling restraint placed on her by her father, to which the rest of her family has passively submitted, but which she feels the more bitterly for having inherited her father's strong will. He seems to believe himself a chosen disciple of the Lord, dictating the smallest details of his family.

Following a violent quarrel between father and Irene, he is stricken with heart failure and dies. The girls and their mother can hardly credit their own freedom, and believe that he will at least have left them his money to compensate for the years of servitude to his will. They are disappointed, however, for it develops that he has left them a mere fifteen thousand apiece.

Irene, not to be cheated of her heritage of happiness, decides to spend it all in one final fling before she settles down to a life of work—or rather she does not think of the future at all, but resolves to enjoy the bit of happiness life has meted out. With this end in view she rents a beautiful apartment, buys gorgeous frocks for herself and experiences all the thrills of dances, dinners and theatres, capped with the admiration of attractive men which her beauty easily commands.

Among her new acquaintances are Courtenay Urquhart, an aristocratic roue, but a thorough sportsman, and Victoria Vanning, a typical society hanger-on who lives from the bounty of her wealthy friends and who has attached herself greedily to Irene whom she supposes immensely wealthy.



During her gay life with these friends Irene is seeing her old friend and admirer, John Norton, more and more seldom. The latter distrusts her new friends and is fearful of disaster from her extravagances. More than once he has made up an overdrawn account without her knowledge. More than once, also, his proposals of marriage have been half laughingly, half seriously rejected.

In the meantime, Irene's mother, freed from the shackles which have bound her so many years has almost literally bought herself a husband thirty years her junior in spite of the protests of her daughters, and the girls feel themselves more than ever dependent upon their own resources. This strengthens Irene's determination to enjoy life while she may to the fullest measure.

Irene's money does not last long at the rate she has been spending it and upon receiving an offer from Courtenay to accompany him on a trip, she accepts, not thoroughly realizing what she is doing, as she knows that Courtenay is pledged to marry a woman of his own class later.

John Norton, being Courtenay's lawyer, knows of this, and when he learns of Irene's departure with him, is furious and follows on a special train, reaching their destination before the runaways. In the meantime Victoria Vanning, Irene's friend, also learns of the elopement and fortunately for Irene, happens to be staying at the very hotel where Courtenay takes her. She tells Irene of a "pal" of hers who trusted Courtenay too far and consequently took her own life afterwards, frightening Irene thoroughly as she was just beginning to realize the folly of the step she had taken.

Later Victoria meets John Norton, who had thoroughly disliked and distrusted her from the start, but whom she knew to be a good friend of Irene's. Together they plan to get her away from Courtenay, with the least possible scandal or publicity being attached to the affair.

At last, desperate, they attempt a ruse, and Norton sends Courtenay a faked cablegram saying that his rich uncle had died and that he must sail for England on a boat leaving at once. Courtenay tries to persuade Irene to accompany him, but she refuses, and just as he is leaving her Norton enters, tells her it was a ruse and holds out his arms for her to "come home."





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WALLACE REID.....Rimlock Jones

J. STUART BLACKTON'S,  
 World For Sale

JULIAN ELTINGE.. The Widow's Might

CHARLES RAY.....The Hired Man

SESSUE HAYAKAWA.. Hidden Pearls

PAULINE FREDERICK,  
 Madame Jealousy

DOROTHY DALTON.. "Flare-Up" Sal

VIVIAN MARTIN.....Mary 'Gusta

JACK PICKFORD.....Huck and Tom

BILLIE BURKE.....Eve's Daughter

GEORGE BEBAN...One More American

ANN PENNINGTON....Calvary Alley

JACK PICKFORD.....Bunker Bean

MARGUERITE CLARK.....Prunella

ENID BENNETT,  
 The Keys of the Righteous



ELSIE FERGUSON... Rose of the World

WILLIAM S. HART,  
 Wolves of the Rail

MARY PICKFORD.....Stella Maris

ELSIE FERGUSON.. The Song of Songs

WILLIAM S. HART,  
 Blue Blazes Rawden

MARY PICKFORD,  
 Amarilly of Clothesline Alley

MAETERLINCK'S..... The Blue Bird

# PRESS BOOK

Advance and Current Publicity, Advertising Helps, Accessories, etc.  
Charles Kenmore Ulrich, Editor

---

The Exhibitor's Guide to Bigger and Better Business

---

## "Let's Get a Divorce"



Adolph Zukor presents

BILLIE BURKE in "Let's Get a Divorce"

(By arrangement with F. Ziegfeld, Jr.)  
from Victorien Sardou's "Divorcons"

Adapted by John Emerson and Anita Loos  
Directed by Charles Giblyn

*A Paramount Picture*



FAMOUS PLAYERS-LASKY CORPORATION  
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General  
NEW YORK



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Eldolph Zukor presents

# BILLIE BURKE

by arrangement with F. Ziegfeld, Jr.

in "Let's Get A Divorce"

Adapted by  
John Emerson  
& Anita Loos

from  
*Victorien Sardou's  
Divorces*  
Directed by  
Charles Giblyn



A Paramount Picture

Tired and disgusted with the man she thought she loved she asked him to release her from her marital obligations only to find that her former love had forged a band too strong to break.

At the

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T H E A T R E  
T O D A Y

Samples of other Ads on Page 19



# EXHIBITOR'S PRESS BOOK

## ADVANCE PUBLICITY AND ACCESSORIES

PRESS  
STORIES



AD CUTS  
AND MATS



## Points of Interest to Exhibitors about "Let's Get a Divorce."

### A Paramount Picture

#### BILLIE BURKE, THE STAR

Billie Burke, the dainty Paramount star, has in this picture a vehicle in which she appears to signal advantage. Miss Burke is a comedienne of exceptional ability, and her magnetism and charm have gained for her an immense clientele of admirers in every city or hamlet in which motion pictures are shown. Her portrayal of the romantic convent-bred girl in this photoplay is at once fascinating and artistic, and it doubtless will be acclaimed by the public as one in which her art reaches and maintains its usual high standard.

#### THE DIRECTOR

The director of "Let's Get a Divorce" is Charles Giblyn, whose talent and experience in the handling of fine productions have stamped his pictures as among the foremost in the country. He has a keen eye to the beautiful and his artistic sense of proportion and effect vests the continuity of his pictures perfect and charming.

#### THE ADAPTERS

The story of "Let's Get a Divorce" was adapted by John Emerson in collaboration with Anita Loos. These experts have worked in collaboration on many cinema stories, all of which were highly successful. In this fine picture, their abilities find their happiest expression, the result being a photocomedy of unusual attractiveness.

#### THE PHOTOGRAPHY

The man responsible for the many beautiful photographic effects in this production is Charles Giblyn, an artistic cameraman who has many notable picture successes to his credit.

#### THE STORY

"Let's Get a Divorce" is based upon "Divorcons," the celebrated play by Victorien Sardou, and in its adaptation none of the beauties of the stage version has been lost. The story is that of a girl with a romantic nature who lives in a convent in Southern France and who secretly indulges in harmless flirtations. She weds a student and later, when she believes she loves another man, an officer whose fine uniform attracts her, she begs her husband for a divorce. He apparently consents to this, but the romantic wife finally realizes her error and becomes a loving, practical-minded woman.

#### REMARKS

This is an unusually effective vehicle for Billie Burke and exhibitors will make no mistake to advertise it heavily as one of the finest subjects released by Paramount in many months. Miss Burke's role is one that will appeal to most women, not to speak of the sterner sex, as being exceptionally artistic and captivating.

The spirit of Victorien Sardou's famous play has been well preserved in this picturization both by the adapters and director, and as a whole, "Let's Get a Divorce" should prove a delight to every motion picture audience and a source of profit to house managers.

#### PRESS STORIES

In another section of this book are to be found several press stories on "Let's Get a Divorce," which were written especially for the use of exhibitors. We should be pleased to have exhibitors send us their opinions regarding them and the utility of the improved Press Book in general

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**Paper**—Two one-sheets Two three-sheets  
One six-sheet One stock stand of star  
**Photos**—8x10 black and white  
8 11x14 gelatin  
1 22x28 colored gelatin of star  
8x10 photos of star  
**Cuts and Mats on Production**  
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Two three-column

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**Slides**  
**Music Cues**



# FOR EXHIBITOR'S HOUSE ORGAN

## CAST AND STORY OF "LET'S GET A DIVORCE"

A PARAMOUNT PICTURE

### DELIGHTFUL PICTURE IS "LET'S GET A DIVORCE," STARRING BILLIE BURKE

Dainty Paramount Favorite Has Exceptionally  
Charming Role, That of a Romantic-  
Minded Convent Girl

#### THE CAST

Mme. Cyprienne Marcey.....Billie Burke  
Henri de Prunelles.....John Miltern  
Yvonne de Prunelles .....Pinna Nesbit  
Chauffeur .....R. La Roque  
Adhemar .....Armand Kalise  
Mother Superior .....Helen Tracey  
Calvignac .....Wilmuth Merkyl  
Head Water, Red Poodle Inn....Cesare Gravina  
Directed by Charles Giblyn

#### THE STORY

Wildly romantic, Cyprienne Marcey, an orphan in a convent in Southern France, finds the narrow confines of her convent too restricted to suit her taste. As a diversion, she strikes up one flirtation after another, the result being that the Mother Superior regards Cyprienne with anxious eyes, and when Henri de Prunelles, the brother of Cyprienne's best friend, Yvonne, asks for her hand in marriage, the Mother Superior heaves a sigh of relief.

Henri is a man of forty years, a writer on serious topics. It is the very oppositeness of their natures which attracts him to the dainty, irrepressible Cyprienne. Realizing her love of adventure, Henri plots with the Mother Superior to arrange

a romantic elopement, in which Cyprienne exhibits the wildest delight.

The marriage which follows is satisfying to Cyprienne, until she sees Henri settle down to the role of a commonplace husband, then she looks about her horizon for further adventures. She meets Adhemar, her husband's cousin, and he, in his handsome uniform of the Forestry Service, appeals to her imagination. The two carry on a delightful flirtation until Cyprienne fancies that she loves Adhemar, and appeals to her husband to give her a divorce. Horrified, Henri discusses the matter with his sister, Yvonne, who suggests that he acquiesce in Cyprienne's wishes, give the two his blessing and then treat Adhemar as Cyprienne's husband-to-be.

Henri falls in with the plan and gives Adhemar the run of the house, until the divorce can be arranged. Strangely enough, this course on the part of her husband, renders her supposed love for Adhemar very commonplace and it loses its glamor, and she begins to realize what a snob Adhemar really is. Little by little dissatisfaction and irresolution possess Cyprienne's heart.

On the night before the decree is to be granted, Adhemar gives a dinner to Henri and towards the close, when Cyprienne realizes with growing horror that the end is in sight, remorse and apprehension seize her. She gives Adhemar the slip and induces her husband to take dinner with her alone at an Inn. Adhemar searches her out at the Inn and Henri, still playing the game, is about to hand her over to him, when she flies into a rage and protests that she would not marry Adhemar were he the last man on earth.

Adhemar leaves in anger, while Henri takes Cyprienne home, and starts to pack his clothes, on the pretense that he is about to leave her. Cyprienne dissolves into tears and implores him to stay. Assuming a great show of reluctance, Henri exacts the promise from her that she will behave in the future and he therefore graciously decides to take her back again.



# PRESS REVIEW

To Be Sent to the Newspapers Immediately After the First Showing of  
"Let's Get a Divorce"

## BILLIE BURKE CHARMS ALL IN HER PICTURE, "LET'S GET A DIVORCE"

New Paramount Vehicle for Popular Screen Star  
Received With Delight by  
Large Audience

Dainty Billie Burke, as charming as ever, was seen to splendid advantage in her latest photo-comedy, "Let's get a Divorce," which was displayed at the ..... Theatre yesterday. Miss Burke emphatically demonstrated her popularity by her artistic portraiture in this picture, as was evidenced by the commendatory reception accorded her by an audience that packed the theatre from pit to dome.

Cyprienne Marcey, an orphan in a convent in Southern France, is of a peculiarly romantic nature. Life to her is one round of romance, and she manages to indulge in one flirtation after another. The Mother Superior regards Cyprienne with anxious eyes and when a good man asks Cyprienne's hand in marriage, the excellent Mother gratefully offers her co-operation.

Henri de Prunelle is the brother of Cyprienne's

best friend, Yvonne. He is forty, a student and writer, and realizing her love of adventure, Henri plots with the Mother Superior to arrange a romantic elopement.

This marriage is quite soul-satisfying to Cyprienne but when Henri settles down to the role of commonplace husband, her romantic spirit awakes again. She meets her husband's cousin, Adhemar, who, in his handsome uniform of the Forestry Service, appeals to her imagination. The two carry on a secret flirtation and finally Cyprienne, without realizing the seriousness of her request, asks Henri to give her a divorce.

After a consultation with Yvonne, Henri consents and in the subsequent scenes it develops that Cyprienne sickens of Adhemar, who after all, proves to be a cad. When Henri with mock tears offers to turn her over to his rival, Cyprienne falls weeping upon his breast, and amid her sobs, assures him that she loves him alone. Adhemar takes his leave in disgust, while Henri clasps his repentant wife to his bosom.

The picture is an excellent one and affords Miss Burke with numerous opportunities for the display of her genius. She was finely supported, the portrayals by John Miltern, Pinna Nesbit, Armand Kalise and Helen Tracey being exceptionally adequate. Other features on Manager .....'s bill included .....





# ADVANCE PUBLICITY

Press Stories to be Sent to the Newspapers for One Week Prior to the First Showing of  
"Let's Get a Divorce"—A Paramount Picture

## SPLENDID NEW VEHICLE FOR BILLIE BURKE IN "LET'S GET A DIVORCE"

Charming Paramount Star Portrays Role of  
Young Convent Girl With a Love  
of Romantic Flirtations

Of the large list of cinema successes achieved by Billie Burke through the sheer force of her art, charm and magnetism, there is none which will appeal to a wider following of motion picture theatregoers than "Let's Get a Divorce," the newest photo comedy starring this delightful film actress. The picture is based upon Sardou's "Divorcons," a celebrated stage success which was adapted for the screen by John Emerson and Anita Loos.

In this photoplay Miss Burke will be seen as an impressionable convent girl of a romantic turn of mind who relieves the monotony of her existence, inside the convent walls, with harmless flirtations. As Cyprienne, the convent girl, Billie Burke has an unusually captivating role. She meets and loves a young writer, who begs the Mother Superior for her hand, but Cyprienne consents to become his bride only after an elopement, which is carried out with the connivance of the Mother Superior in a highly artistic manner.

Cyprienne is happy for a time, but when her husband pays more attention to his avocation than to his bride, the romantic spirit of Cyprienne revolts. Attracted by the personality and uniform of a young officer of the Forestry Service, she easily convinces herself that she loves him and implores her husband to grant her a divorce and although horrified, he readily accedes to her request. It is this compliance, so unexpected, that causes a change of sentiment in Cyprienne, and she ultimately discovers that her love is merely a fleeting passion and that her husband is necessary for her happiness.

There are numerous interesting scenes in which this regeneration is accomplished and she and her husband finally reconciled. The picture has been unusually well produced under the direction of Charles Giblyn, and in Miss Burke's sup-

port appear an exceptional list of players. It will be shown at the ..... Theatre on ..... next.

## ROMANCE OF CONVENT LIFE FINELY SHOWN IN "LET'S GET A DIVORCE"

Billie Burke's New Paramount Picture Has  
Strong Theme Which Is Well  
Handled by Players

The romance of convent life and its inevitable effect upon girls, whose romantic dispositions are their chief characteristic, is admirably brought out in the story of "Let's Get a Divorce," the latest Paramount photo comedy featuring Billie Burke, the dainty star recently seen here in "Eve's Daughter."

In this photoplay Miss Burke appears to excellent advantage as a young convent girl who, to relieve the humdrum existence which is her lot, indulges in secret flirtations, of which the Mother Superior disapproves, but who is unable to curb the spirit of romance that possesses the young woman's soul.

She weds a writer after a romantic elopement that has been planned especially for her benefit, and is happy for a time in the love of her husband, until he settles down and devotes more serious attention to his writing than to his bride. She then strikes up a flirtation with an officer of the Forestry Service, and believing herself to be madly in love with him, she begs her husband to grant her a divorce, in order that she may marry the man of her choice. He apparently consents to this on the advice of his sister, Yvonne, and it is this ready compliance which ultimately produces a change of sentiment in Cyprienne's heart, and brings her to a stern realization of her duties to her husband and of the unquenchable love for him that she entertains.

(Continued on Page 9)



(Continued from Page 7)

This picture is an unusually attractive one and its various scenes are splendidly portrayed by a capable cast of players, among whom are John Miltern, Pinna Nesbit, Helen Tracy and Wilmuth Merkyl. It will be shown at the ..... Theatre next ..... and a splendid production is assured.

## MISS BILLIE BURKE HAS NATION-WIDE FOLLOWING

Charming Paramount Star Soon to Be Seen in "Let's Get a Divorce"

Among the film luminaries now before the public, few have the following won by Billie Burke, the dainty, magnetic Paramount star, who is to be seen here in "Let's Get a Divorce," her latest Paramount vehicle adapted by John Emerson and Anita Loos from Victorien Sardou's celebrated play, "Divorcons." Miss Burke achieved a triumph in her recent Paramount play, "Eve's Daughter," but it is safe to say that her characterization in "Let's Get a Divorce," that of a convent-bred French girl of a romantic temperament, will rank as one of her best photoplays.

In this sterling photo comedy, Miss Burke has the role of Cyprienne Marcey, a girl living in a convent in Southern France, who, to relieve the monotony of her convent life, indulges in numerous harmless flirtations. She meets and loves Henri de Prunelles, a writer, and becomes his wife. When Henri lapses into the humdrum existence of the ordinary husband, her romantic disposition finds relief in a flirtation with Adhemar, an officer of the Forestry Service. Believing herself to be madly in love with him she begs her husband to give her a divorce in order that she may become Adhemar's wife. This he apparently consents to do, but with the aid of his sister, Yvonne, he plots to destroy her infatuation for Adhemar and win her more firmly for himself.

This is accomplished in a series of scenes as dramatic as they are charming.

"Let's Get a Divorce," will be presented at the ..... theatre next .....

## BILLIE BURKE'S NEW PICTURE IS ROMANTIC

Theme of "Let's Get a Divorce," Will Appeal to Young Women Everywhere

Young women with romantic temperaments and a love for the unusual, will find Billie

Burke's new Paramount picture, "Let's Get a Divorce," most delightful.

This charming picture is based upon Victorien Sardou's celebrated play, "Divorcons," which held the stage for many years. In this splendid photo comedy, Miss Burke has a role which affords her many opportunities for the display of her versatility and genius. Miss Burke is above all a comedienne of unusual talent and as Cyprienne Marcey, a romantic orphan girl bred in a convent, she appears to the highest advantage.

"Let's Get a Divorce" will be presented at the ..... theatre next ..... and Manager ..... will make the display an epoch at his play house. Miss Burke's support is an exceptionally good one and includes such well-known players as John Miltern, Pinna Nesbit, Carl La Roche, Armand Kalise, Helen Tracy, Wilmuth Merkyl. The picture was directed by Charles Giblyn.

## CHARMING BILLIE BURKE IS POPULAR WITH PUBLIC

Her Admirers Will Have Opportunity to See Her in New and Splendid Picture

There are few motion picture actresses who are more delightful in their portrayals than is Billie Burke, the charming and magnetic Paramount star, who is appearing in "Let's Get a Divorce," her latest Paramount vehicle just released.

"Let's Get a Divorce" is based upon Victorien Sardou's "Divorcons," and was adapted for the screen by Anita Loos and John Emerson. The scenes are laid in France, many of them occurring in a convent of which Cyprienne Marcey, the role assumed by Miss Burke, is an inmate. Of an unusually romantic turn of mind, Cyprienne finds her convent life more or less irksome, and indulges in numerous flirtations, which cause the Mother Superior grave concern.

When Henri de Prunelles, a student and writer, announces to the Mother Superior that he desires Cyprienne for his wife, she heaves a sigh of relief and willingly assists Henri in prevailing upon Cyprienne to take part in a faked-up elopement. Their marriage follows and for a time Cyprienne is quite happy, but finding her husband has lapsed into the habit of working instead of devoting all of his time to her, she strikes up a flirtation with an officer of the Forestry Service, and, convinced that she loves him, begs her husband to give her a divorce.

With this as a basis of the story, its develop-

(Continued on Page 11)



Continued from Page 9)

ment is logical and captivating. Henri professes to be in accord with her desire and when she realizes this, her supposed love for Adhemar vanishes and she finally throws herself repentant into her husband's arms.

The play was well produced under the direction of Charles Giblyn and the photography is exceptionally fine. The support includes John Miltern, Pinna Nesbit, Armand Kalise, Helen Tracey and Wilmuth Merkyl.

## TALENTED PLAYERS IN “LET'S GET A DIVORCE”

Many Screen Favorites of Prominence Support  
Billie Burke in This Picture

Among the players supporting Billie Burke in her latest Paramount photo comedy, “Let's Get a Divorce,” which is based upon Sardou's celebrated play, “Divorcons,” are many screen players of prominence. These include John Miltern, Pinna Nesbit, Armand Kalise, Helen Tracy, nearly all of whom have been seen in other successes in which Miss Burke has appeared.

“Let's Get a Divorce” is a delightful comedy filled with thrilling situations, rapid fire dramatic action and the theme is one of the most convincing heart appeal. The scenes are laid in and about a convent in Southern France, and the picture was produced under the direction of Charles Giblyn. It is delightful to the eye and satisfying to the sense. Many handsome gowns are worn in this production, which no doubt will be

greatly admired by the feminine contingent of the admirers of Miss Burke.

This picture will be displayed at the ..... Theatre in an exceptionally artistic manner next .....

## “LET'S GET A DIVORCE” CONVENT LIFE ROMANCE

This Is Charmingly Portrayed by Famous Star  
Billie Burke

The romance of life in a French convent and its effect upon an impressionable girl is admirably illustrated in “Let's Get a Divorce,” the new Paramount starring vehicle featuring Billie Burke, the dainty actress, whose work in “Eve's Daughter” and other successful photoplays, will be well remembered.

In this story, which is an adaptation by John Emerson and Anita Loos of Victorien Sardou's “Divorcons,” the celebrated stage success, Miss Burke depicts in delightful fashion the romance of Cyprienne Marcey, a girl in a convent whose romantic nature finds expression in numerous, harmless flirtations. She weds, becomes dissatisfied, demands a divorce, which she later refuses to accept and finally discovers the error of her ways, and a reconciliation with her husband follows.

This charming photoplay, “Let's Get a Divorce,” will be presented at the ..... theatre next ..... It is an excellent vehicle for Miss Burke, and was directed by Charles Giblyn.





# Suggested Mail Campaign for the Exploitation of "Let's Get a Divorce" A PARAMOUNT PICTURE

## POST CARD No. 1

(To be sent nine days before display)

Dear Madam:

It may interest you to know that charming Billie Burke, the famous Paramount star, will be seen in her new photocomedy, "Let's Get a Divorce," at the ..... Theatre next .....

This is a delightful picture and Miss Burke's portrayal of the role of a convent-bred girl will be a revelation. Can you afford to miss seeing it?

Yours sincerely,

.....  
Manager.

## POST CARD No. 2

(To be sent six days before display)

Dear Madam:

Beginning next ..... "Let's Get a Divorce," with Billie Burke as the star, will be the feature of the programme at the ..... Theatre.

This is a superb picture, in which Miss Burke appears at her best in the role of a romantic convent girl. The situations are of a character to please the most artistic taste.

Yours sincerely,

.....  
Manager.

## PERSONAL LETTER

(To be sent three days before display)

Dear Madam:

One of the most charming screen stars of the day is Billie Burke, whose reputation for versatility, artistry and personal magnetism is of the highest. Miss Burke, who has appeared in many notable pictures, will be seen at the ..... Theatre, next ....., in her latest Paramount photocomedy, "Let's Get a Divorce," which is based upon "Divorcons," the celebrated play by Victorien Sardou.

The story of this splendid picture play has to do with a convent girl in Southern France, whose romantic soul prompts her to indulge in harmless flirtations. She weds a student, but when he settles down to a hum-drum marital existence, the romance in her nature again asserts itself. She meets another man whom she thinks she loves and begs her husband to divorce her in order that she may wed again. This provokes numerous complications, and in the scenes that ensue, comedy, pathos and heart appealing moments, are blended with highly satisfactory results.

This is a picture which all men and women will relish, because it is filled with the spirit of romance and runs the gamut of the human emotions. We believe you will be interested in it, and we heartily urge your attendance at our theatre during its display.

Yours sincerely,

.....  
Manager.

## FOLLOW-UP POST CARD

(To be sent to arrive on date of display)

Dear Madam:

This is our final reminder that dainty Billie Burke, the charming Paramount star, will be seen in her new starring vehicle, "Let's Get a Divorce," at the ..... Theatre today (.....) We cordially invite you to the opening display of one of the finest pictures of the Billie Burke repertoire. Assuring you of our good will, and thanking you for past favors, we remain,

Yours sincerely,

.....  
Manager.



# Suggested Advertising Campaign for the Exploitation of “Let’s Get a Divorce” A PARAMOUNT PICTURE

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**LOBBY DISPLAY** Paint on a strip of canvas, the facade of a building, and before it a brick wall to which is fastened a cut-out of Billie Burke, with her face visible over the top of the wall. Attach to the wall a placard similar to this:—  
“THIS CONVENT GIRL IS SEEKING ADVENTURE.  
HOW SHE SUCCEEDED IS SHOWN IN ‘LET’S GET  
A DIVORCE,’ WHICH WILL BE SHOWN HERE  
NEXT . . . . .”

Place a full length cut-out of Miss Burke in a corner of the lobby, with this placard:—

“SHE ASKED HER HUSBAND FOR A DIVORCE  
AND WHEN HE ASSENTED, SHE CHANGED HER  
MIND. WHY? SEE ‘LET’S GET A DIVORCE,’ HERE  
NEXT . . . . ., AND YOU WILL KNOW.”

**WINDOW DISPLAY** Prevail upon dealers in women’s garments to make special displays of children’s and women’s gowns, in connection with cut-outs of Billie Burke, and utilize a placard similar to the following:—  
“IF YOU HAVE A DAUGHTER IN A CONVENT,  
SEND HER ONE OF THESE GOWNS. SEE HOW  
CYPRIENNE WEARS THEM IN ‘LET’S GET A DI-  
VORCE,’ AT THE . . . . . THEATRE, NEXT . . . . .”

Have your book dealer make a special display of Sardou’s play, “Divorcons,” with this placard:—

“READ ‘DIVORCONS,’ THEN SEE THE PICTURIZA-  
TION OF IT IN ‘LET’S GET A DIVORCE,’ WHICH  
WILL BE SHOWN AT THE . . . . . THEATRE  
NEXT . . . . .”

**CARD CARDS** Print the inscription on the outside of a decree of divorce, and in the centre of this place the photograph of Billie Burke, with matter similar to the following:—

*In the Superior Court,*  
Decree of  
**DIVORCE.**

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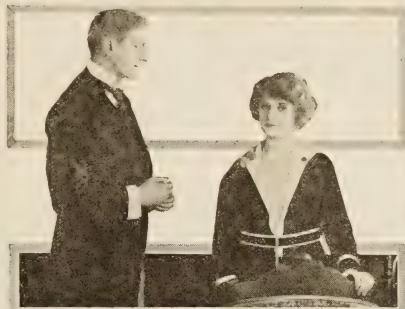
“SEE ‘LET’S GET A DIVORCE’ AT THE . . . . .  
THEATRE, NEXT . . . . ., AND LEARN THAT  
THE ROAD TO HAPPINESS DOES NOT PASS  
THROUGH THE COURT ROOM.”

**NEWSPAPER ADVERTISING** The production cuts and publicity stories herein will afford exhibitors unusual opportunity to advertise this subject along original lines. If large headlines are desired, emphasize the idea that DIVORCE IS A FOLLY, as shown by “Let’s Get a Divorce,” and play up the inapplicability of romance to the lives of ordinary men and women, thus: “STRANGE WOMAN! SHE WANTED A DIVORCE, YET REFUSED IT;” “THIS GIRL LOVED ROMANCE, BUT HER HUSBAND FAR MORE”; “LOVE IN A COTTAGE THE KEY TO HAPPINESS,” Etc.



STOCK PRODUCTION CUTS AND MATS

## "LET'S GET A DIVORCE!"



BILLIE BURKE in "Let's Get a Divorce" A Paramount Picture



BILLIE BURKE in "Let's Get a Divorce" A Paramount Picture



BILLIE BURKE in "Let's Get a Divorce" A Paramount Picture



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BILLIE BURKE in "Let's Get a Divorce" A Paramount Picture

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats

Centre Row—Three Two-Column Cuts and Mats

Bottom Row—Five One-Column Cuts and Mats

Reduced as Shown Above

Always Obtainable at your Exchange



Ad cuts and mats that arrest and hold the attention

Eladolph Zukor presents

# BILLIE BURKE

By Arrangement with F Ziegfeld, Jr.

in "Let's Get A Divorce"



Adapted by John Emerson & Anita Loos  
from Victorien Sardou's "DIVORCE"  
Directed by Charles Giblyn

A Paramount Picture



## Superior Court

.....

Cyprienne Marcey Prunnelles

vs.

Henri de Prunnelles

.....

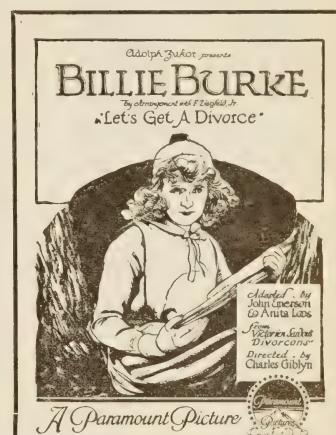
An action for divorce;  
the strangest on record

At the

# PARAMOUNT THEATRE

Today

YOU'VE got one of the greatest drawing cards in the business in the person of Billie Burke—if your people know you are showing her pictures. You've got to tell them and you can tell them in a way that will not only bring them to your theatre, but will make them think you the classiest advertiser in your town. Use the line cuts furnished by Famous Players-Lasky Corporation.



A Paramount Picture

The strangest strain of domestic infelicity that ever crept into a happy romance shown

At the

# PARA- MOUNT THEATRE

Today



Cover your Town with this Paper and you will Fill Every Seat  
on every Performance

Always Obtainable at your Exchange

SLIDE



Three Sheet



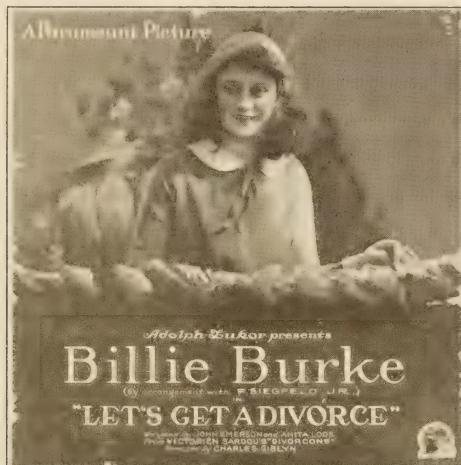
One Sheet



One Sheet



Three Sheet



Six Sheet

Use Your Slide for Preliminary Announcement of  
Celebrated Star and Production

# Current Paramount and Artcraft Pictures in the Order of their Release



PAULINE FREDERICK . . . . "Mrs. Dane's Defense"  
GEORGE BEBAN . . . . "Jules of the Strong Heart"  
JACK PICKFORD and LOUISE HUFF

WALLACE REID . . . . "Rimrock Jones"  
BLACKTON'S . . . . "The World for Sale"  
JULIAN ELTINGE . . . . "The Widow's Might"  
CHARLES RAY . . . . "The Hired Man"  
PAULINE FREDERICK . . . . "Madame Jealousy"  
VIVIAN MARTIN . . . . "A Petticoat Pilot"  
ENID BENNETT . . . . "The Keys of the Righteous"  
SESSUE HAYAKAWA . . . . "Hidden Pearls"  
GEORGE BEBAN . . . . "One More American"  
ANN PENNINGTON . . . . "Sunshine Nan"  
CHARLES RAY . . . . "The Family Skeleton"  
BILLIE BURKE . . . . "Eve's Daughter"



ELSIE FERGUSON  
"Rose of the World"  
WILLIAM S. HART  
"Wolves of the Rail"  
MARY PICKFORD  
"Stella Maris"  
CECIL B. DEMILLE  
"The Whispering Chorus"  
ELSIE FERGUSON  
"The Song of Songs"  
WILLIAM S. HART  
"Blue Blazes Rawden"  
MARY PICKFORD  
"Amarilly of Clothesline Alley"  
DOUGLAS FAIRBANKS  
"Headin' South"

## SPECIAL FEATURE RELEASES

Maeterlinck's - - - - - "The Blue Bird."  
Cecil B. De Mille's - - - - - "The Whispering Chorus."

## One and two Reel Pictures at all Paramount and Artcraft Exchanges Show Them with the Big Features

### PARAMOUNT-BRAY PICTOGRAPHHS

B6047—The Diary of a Dog Chauffeur  
Making Cord to Bind Uncle Sam's Harvests  
B6048—War Dogs  
Knit Your Bit  
Cartoon—Bobby Bumps' "Tank"  
B6049—The Destructive Power of the T.N.T.  
The New Art of Dress  
Cartoon—Goodrich Dirt and the Duke of Watanob  
B6050—Evolution of the Dance  
Flour from Potatoes  
The Panama Canal (Diagram)

### PARAMOUNT-MACK SENNETT COMEDIES

An International Sneak The Kitchen Lady  
That Night His Hidden Purpose  
Taming Target Center Watch Your Neighbor  
Sheriff Nell's Tussle

### KLEVER KOMEDIES

Faint Heart and Fair Lady  
Knutty Knitters  
Toothaches and Heartaches  
The Installment Plan  
O. U. Boat  
Meatless Days and Sleepless Nights  
He Got His

### PARAMOUNT-BURTON HOLMES TRAVELOGUES

T1143—Sydney, the Antipodean Metropolis  
T1144—A Trip to the Jenolan Caves of Australia  
T1145—Melbourne the Magnificent  
T1146—Round About Melbourne  
T1147—Adelaide, Capitol of South Australia  
T1148—Round About Adelaide  
T1149—Hunting Kangaroos from Motor Cars  
T1150—Tasmania, the Garden of Australia

### PARAMOUNT-ARBUCKLE COMEDIES

The Butcher Boy Oh Doctor  
A Reckless Romeo Fatty in Coney Island  
The Rough House A Country Hero  
His Wedding Night Out West

### PARAMOUNT SERIALS AND SERIES

Who Is Number One? (15 2-reel series)

Episode 10—Wires of Wrath  
" 11—The Rail Riders  
" 12—The Show Down  
" 13—Cornered  
" 14—No Surrender  
" 15—The Round Up

"Children of Democracy"—Featuring BENJAMIN CHAPIN (10 2-reel episodes.)



Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich, Editor

# Billie Burke *in* "In Pursuit of Polly"

A Paramount Picture

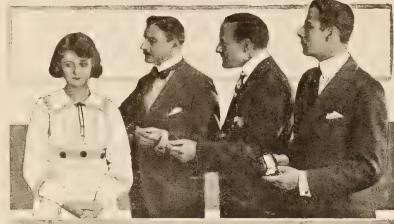


TRADE MARK  
**FAMOUS PLAYERS - LASKY CORPORATION**  
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General  
NEW YORK



STOCK PRODUCTION CUTS AND MATS

# BILLIE BURKE in "IN PURSUIT OF POLLY"



BILLIE BURKE in "In Pursuit of Polly"  
A Paramount Picture



BILLIE BURKE in "In Pursuit of Polly"  
A Paramount Picture



BILLIE BURKE in "In Pursuit of Polly"  
A Paramount Picture



BILLIE BURKE in "In Pursuit of Polly"  
A Paramount Picture



BILLIE BURKE in "In Pursuit of Polly"  
A Paramount Picture



BILLIE BURKE  
in "In Pursuit of Polly"  
A Paramount Picture



BILLIE BURKE  
in "In Pursuit of Polly"  
A Paramount Picture



BILLIE BURKE  
in "In Pursuit of Polly"  
A Paramount Picture



BILLIE BURKE  
in "In Pursuit of Polly"  
A Paramount Picture



BILLIE BURKE  
in "In Pursuit of Polly"  
A Paramount Picture

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats

Centre Row—Three Two-column Cuts and Mats

Bottom Row—Five One-column Cuts and Mats



# PARAMOUNT PRESS BOOK

## PUBLICITY AND ACCESSORIES

PRESS STORIES



AD CUTS  
and MATS



## Facts Of Interest About Billie Burke's "In Pursuit Of Polly"

### BILLIE BURKE, THE STAR

**R**ECOGNIZED throughout the country as a comedienne of exceptional ability, Billie Burke is one of the most prominent motion picture stars in the country. She has gathered an immense clientele of admirers everywhere by her magnetism, artistry and charm. Her portrayals in many successful Paramount pictures have accentuated the reputation she made on the legitimate stage and added immeasurably to her popularity as a star of the silent drama of the highest quality. In her latest photoplay, "In Pursuit of Polly," she has a delightful role and one, doubtless, that will add greatly to her reputation for delicate characterization and splendid grasp of the requirements of the most difficult roles in the portrayal of which she excels.

### THE AUTHORS

**T**HE story of "In Pursuit of Polly" was written jointly by Izola Forrester and Mann Page, two writers of signal ability, who have presented in splendid sequence a story of absorbing interest. Their creation, as far as "In Pursuit of Polly" is concerned, is one that will establish them firmly as screen writers of skill and discretion.

### EVE UNSELL, SCENARIST

**R**ECOGNIZED as one of the foremost scenarists in the country, Eve Unsell, who picturized "In Pursuit of Polly," is a screen writer of exceptional ability. Miss Unsell has written many prominent picture successes, notably, "The Dawn of a Tomorrow," for Mary Pickford; "Wildflower," for Marguerite Clark; "The Dummy," or Jack Pickford, and many other great picture successes. Her work "In Pursuit of Polly" is exceptionally fine, the result being a picture of unbroken continuity and sustained dramatic interest.

### CHESTER WITHEY, DIRECTOR

**C**HESTER WITHEY, who directed "In Pursuit of Polly," is famous as a director of the first class. Mr. Withey is an experienced actor and screen writer, and with these qualifications brought into play, all of his pictures are individualized by exceptional massiveness and pretentiousness of production. Mr. Withey is an artist whose ability is distinguished by every produc-

tion with which his name is associated. That he has surpassed himself in his latest production is a certainty.

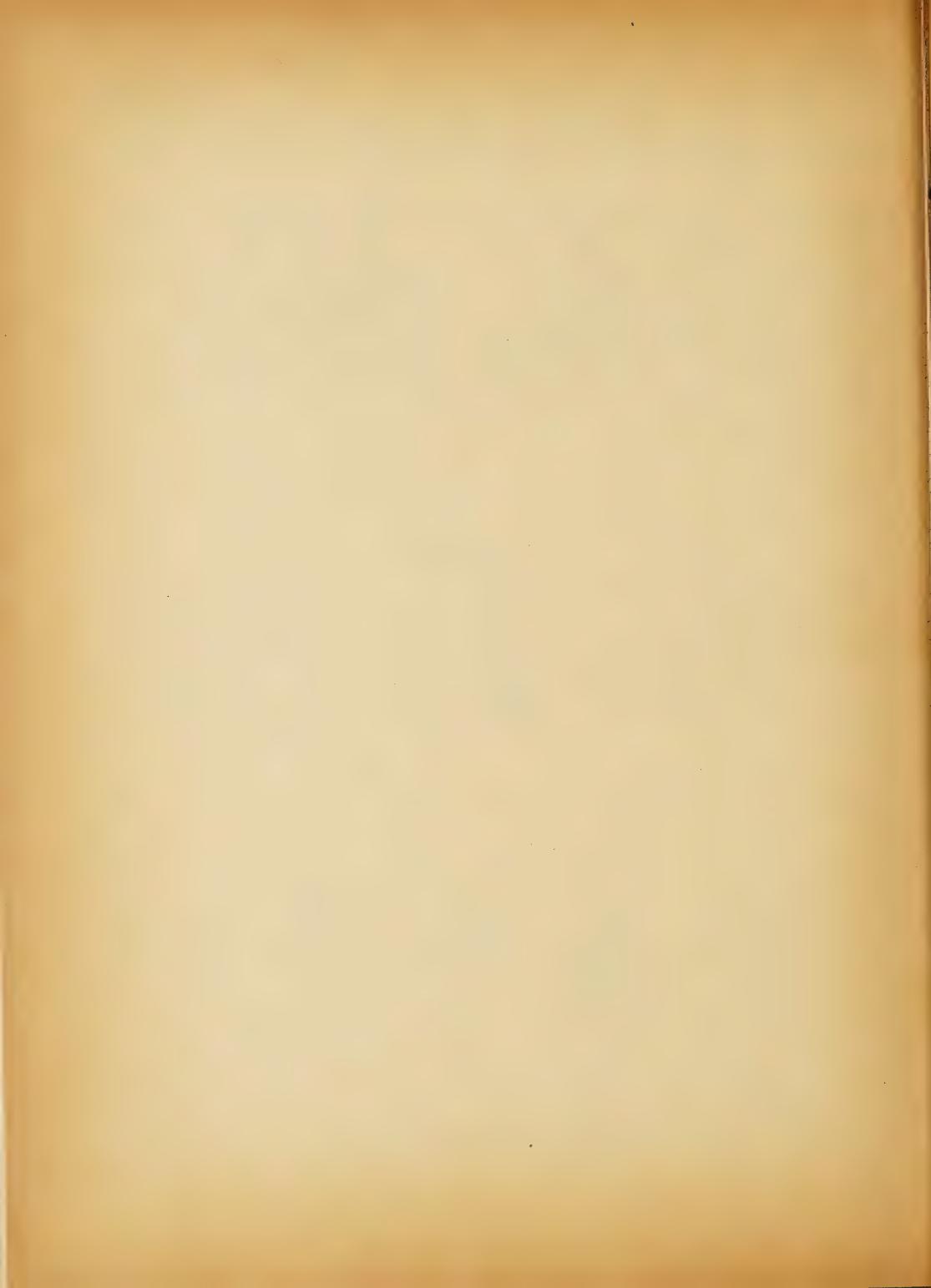
### A BEAUTIFUL STORY

**P**OULLY MARSDEN is the beautiful daughter of "Buck" Marsden, a cotton broker, who is loved by two men—Larry O'Malley, a poet, and Talbot Sturgis, a dignified broker. Compelled by her father to make a choice between the two, she announces that she will start on the following day in her racing car for parts unknown with an hour's start, and the man who catches her first may claim her as his bride. On reaching a secluded point on Long Island, Polly changes clothes with her maid, obtains a motorboat and starts back home. She leaves it at a village, hires a taxicab and goes to the nearest railway station and en route meets Colby Mason, a millionaire Secret Service agent with whom she strikes up an acquaintance. On the train, Polly attracts the attention of a stranger, whom Mason recognizes as a German spy, and concluding that Polly is in league with this man he keeps her in his eye. Sturgis and O'Malley, meanwhile, are searching for Polly and finally locate her in a hotel in New York where complications swiftly ensue. Polly is watched by Colby and when she is told by the spy, who believes her to be a confederate, to meet him at Mountain View, a wireless station, he follows her. Polly exposes the Hun spy plot, but is arrested by Mason just as Sturgis and O'Malley reach the scene, each eager to claim her as his bride. She refers them to Mason, who has captured her, because

under their agreement she was to wed the first man who captures her. Nothing loath, Mason takes her into his arms and he is gratified to find that she is quite delighted to be his captive for life.

### THE SUPPORT

**M**ISS BURKE'S support in this photoplay is of the highest merit. It includes Thomas McHugh, one of the best known leading men on the screen who plays opposite to the star; Frank Losee, a talented and popular actor whose versatility is widely recognized, A. J. Herbert, William Davidson, Alfred Hickman and others, all players of exceptional ability.



# SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire an Original Story  
on Billie Burke or "In Pursuit of Polly"

## BILLIE BURKE WINSOME PARAMOUNT STAR IS FILM ARTIST OF ACHIEVEMENT

Will be Seen Here in New Picture "In Pursuit  
of Polly"—Story of Her  
Stage Career

**I**N the stellar ranks of the screen world, the name of Billie Burke stands among the foremost. A highly capable actress, a woman of great personal charm and magnetism, it is no wonder that her admirers are to be found in every city, village of hamlet in which motion pictures are shown.

Miss Burke is exceptionally popular in this city, and whenever a picture featuring her is shown at any of the local theatres, it goes without saying that big business rules throughout that engagement. Perhaps that is why Manager... is smiling so broadly just now, inasmuch as he has announced as the big attraction at his playhouse for next....., Miss Burke's latest Paramount photoplay, "In Pursuit of Polly."

In this splendid photoplay, Miss Burke portrays the role of a young society woman of wealth who has a plethora of sweethearts and who finds it difficult to select one of them to be her husband.

Polly Marsden is the beautiful daughter of "Buck" Marsden, a cotton broker, who is loved by two men—Harry O'Malley, a poet, and Talbot Sturgis, a dignified broker. Compelled by her father to make a choice between the two, she announces that she will start on the following day in her racing car for parts unknown with an hour's start, and the man who catches her first may claim her as his bride.

On reaching a secluded spot on Long Island Polly changes clothes with her maid, obtains a motorboat and starts back home. She leaves it at a village, hires a taxicab and goes to the nearest railway station and en route meets Colby Mason, a millionaire Secret Service agent with whom she establishes an acquaintance. On the train, Polly attracts the attention of a stranger, whom Mason recognizes as a German spy, and concluding that Polly is in league with this man he keeps her in his eye.

Sturgis and O'Malley, meanwhile, are searching for Polly and finally locate her in a hotel in New York where complications swiftly ensue.

Polly is watched by Colby and when she is told by the spy, who believes her to be a confederate, to meet him at Mountain View, a wireless station, he follows her. Polly exposes the Hun spy plot, but is arrested by Mason just as Sturgis and O'Malley reach the scene, each eager to claim her as his bride. She refers them to Mason, who has captured her, because under their agreement she is to wed the first man who catches her. Nothing loath, Mason takes her to his arms.

A word or two about Miss Burke's career may be of interest. She was born in Washington, D. C., the daughter of Billie Burke, an actor, whose name she adopted. She was educated in France and possessing an excellent voice, she decided to utilize her vocal powers and sang with success in France, Russia and other continental countries. She made a big hit in London and was engaged by George Edwardes to play a part in "The School Girl" at the Prince of Wales Theatre. Subsequently she appeared in vaudeville and toured England until Charles Frohman engaged her to play in New York with John Drew in "My Wife" at the Old Empire Theatre. She was elevated to stardom through the role of Jacqueline in "Love Watches," at the Lyceum Theatre, New York City, since which time she has appeared in many productions including: "Mrs. Dot," "Suzanne," "The Philosopher," "The Apple Orchard," "The Runaway," "The Mind-the-Paint Girl," and others.

When it was discovered that Billie Burke's piquant face and personality screened marvelously well, and that she was able to "put it across" the big white screen as well as the many other famous stars, there was an immediate stampede of motion picture magnates to secure her services. It was not long before she was engaged by the Famous Players—Lasky Corporation to make Paramount pictures. Her first picture for this company was "The Mysterious Miss Terry," which afforded the dainty star many opportunities to display to the full her winsome personality and inimitable mannerisms, which have made her famous on stage and screen alike.

Billie Burke is about five feet four inches tall, and boasts a wealth of curly red-gold hair and large gray eyes. As a horsewoman she knows no superior. Miss Burke is an excellent tennis player. Between rehearsals this strenuous little star may be found any pleasant day either at her country club or riding or motoring near her country home.

100  
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# CAST AND STORY OF "IN PURSUIT OF POLLY"

For Use of Exhibitors in Their House Organs or for General Publicity

A Paramount Picture

## "IN PURSUIT OF POLLY" A SUPERB PHOTOPLAY FOR CHARMING BILLIE BURKE

Story Deals With Love Chase and Hun Spies  
and There is Excitement and  
Great Dramatic Action

### "IN PURSUIT OF POLLY" THE CAST

Polly Marsden, an American Girl . . . Billie Burke  
Colby Mason, a Secret Service Agent

Thomas Meighan

"Buck" Marsden, a Cotton Broker . . . Frank Losee  
Talbot Sturgis, a Broker . . . . . A. J. Herbert  
Larry O'Malley, a Poet . . . . . William Davidson  
Emile Kremer, a German Spy . . . . . Benjamin Deely  
O'Leary . . . . . Alfred Hickman

### THE STORY

**P**OULLY MARSDEN, the beautiful daughter of "Buck" Marsden, a retired cotton broker, is loved by Larry O'Malley, a poet, and Talbot Sturgis, a prosaic, dignified broker. Her father insists that she must choose one or the other, and Polly finally announces that she will start the next day in her racing car for parts unknown with an hour's start, and the man who catches her first may claim her as his bride.

At the appointed hour, Polly dashes away in her car at the crack of her father's pistol and dashing down on a Long Island road she meets Eliza, her maid, by appointment, changes clothes with her and suit-case in hand, starts for a nearby seashore village where she hires a motorboat and chucks speedily toward Manhattan.

Leaving the boat at an obscure point on the shore, Polly hires a taxicab to take her to the nearest railway station. There is no chauffeur available and she resolves to drive the car herself. The rickety vehicle breaks down and donning the chauffeur's overalls Polly is tinkering with the engine, when Colby Mason, a millionaire patriot on a Secret Service mission for the Government, approaches in his motorcar. Colby stops and soon makes the interesting discovery that the "chauffeur" is a pretty girl. Polly announces that she is in a hurry to get to New York, and Mason and his man pick her up and they drive madly for the next station where they board a train.

On the Pullman, Polly attracts the attention of a stranger, who, in turn, excites the interest of

Mason for the latter recognizes him as Emile Kremer, a German spy, and by reason of certain happenings before they reach New York he concludes that Kremer and Polly are in league together in some dangerous plot, which it is his duty to expose. When Polly arrives in New York she goes to a hotel for women, whither she is followed by Mason and another Secret Service man, whom he has tipped off after he had first seen to it that Kremer is started on his way to the same hotel.

Meanwhile, Sturgis and Larry, by devious means, have discovered Eliza and they, in turn, return to New York. Each picks up the trail through Eliza, which leads them to the same hotel. Larry accepts a job as an elevator man, while Sturgis, arriving a short time later, bribes a porter to change clothes with him.

Complications now follow quickly. Kremer is convinced that Polly is his confederate. He makes mysterious passes before her, then whispers "Meet me at Mountain View, the wireless station is there." Polly determines to go Mountain View and leaving the hotel by stealth, she encounters Colby and asks him to accompany her. Outwitted and disheartened, Sturgis and Larry return home and decide to pool their interests. When Eliza returns to the Marsden home, the rivals bribe her with \$500 to tell them where Polly is, and they speed to Mountain View in the same machine.

Meanwhile, Polly is closely watched by Colby. She fools the spy gang at Mountain View and leaves them in a hut while she returns to the hotel presumably to get papers of value to their cause. There she learns from Eliza that Sturgis and Larry are coming. She bribes a bellboy to loan her a uniform and with Eliza's help fixes up a dummy figure, places it in her automobile and it is driven away, just as the rivals reach the place.

They rush in pursuit, while Polly starts back to the hut. When halfway through the woods, Colby confronts her and places her under arrest. Other detectives round up the Germans and at the suggestion of one of them, Colby puts handcuffs on his fair captive. He is leading her back to the hotel, when Larry rushes forward to claim his bride. Polly then smilingly announces that as Colby Mason was the first man to capture her, it is for him to say whether the prize shall go to any other. Colby has his own ideas on that subject, for hasn't he loved her all the while, even though she had forced him to believe she had been a German spy?



# PRESS REVIEW

To be Sent to the Newspapers Immediately After the First Display of  
"In Pursuit of Polly," A Paramount Picture

## DAINTY BILLIE BURKE'S "IN PURSUIT OF POLLY" SCORES DECISIVE HIT

Popular Paramount Star's Characterization  
Proves Artistic Delight to  
Immense Audiences

ALWAYS delightful in any portrayal she attempts, Miss Billie Burke, the dainty Paramount star, was seen by an enthusiastic audience at the . . . theatre in her latest Paramount photoplay, "In Pursuit of Polly," yesterday. Miss Burke demonstrated her popularity in no uncertain manner, for her portrayal in this photoplay was as artistic as it was delightful, and that it pleased her audience was manifested frequently throughout the presentation.

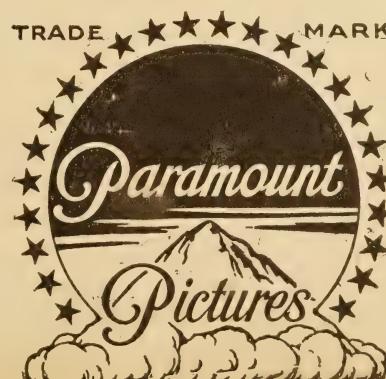
In this photoplay Miss Burke portrays the role of Polly Marsden, a wealthy young woman, daughter of a retired cotton-broker, who is loved by two men—one a poet and the other a prosaic broker, neither of whom she seems inclined to accept. Her father demands, however, that she choose between them and she enters into an arrangement whereby she is to start for parts unknown in her automobile on the following day with an hour's start and the man who catches her first is to claim her as his bride.

From the moment Polly starts on the race, situation after situation, each more thrilling than

the preceding one, follows. She becomes entangled in a German spy plot, which leads her from one place to another in quick succession and she is pursued by Colby Mason, a millionaire patriot, who is identified with United States Secret Service and who is engaged in the patriotic task of tracing Hun spies. He meets Polly in circumstances which lead him to suppose that she is the confederate of Emile Kremer, a notorious German spy, and he keeps both in his eye.

Kremer reveals to Polly a rendezvous of Hun spies and anxious to expose them, Polly goes there followed by Mason, who believing his suspicions regarding her to be verified, reluctantly places her under arrest. Kremer and his band are apprehended and the poet and broker now arrive, each eager to acclaim Polly. Her identity is established to Mason and the absurdity of the charge against her revealed. Mason having caught her first, Polly accepts him as her husband and both are happy.

The photoplay is one of unusual interest from every standpoint. Miss Burke was exceptionally charming in her portrayal of Polly and her mannerisms were a source of perpetual delight. Thomas Meighan, as Colby Mason, appeared to splendid advantage, as did also Frank Losee as "Buck" Marsden and Benjamin Deely as Kremer, the spy. The support generally was adequate and the photoplay, as a whole, directed by Chester Withey, and picturized by Eve Unsell, may be recommended as an attraction of superior merit.



100  
100  
100

# EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

## “IN PURSUIT OF POLLY”

*A Paramount Picture*

OBTAIENABLE  
AT YOUR EXCHANGE

### Paper

Two one-sheets  
Two three-sheets  
One six-sheets  
1 Star Stock, 24 sheet  
24 Sheet Stand

### Photos

8 8x10 black and white  
8 11x14 sepia  
1 22x28 sepia  
8x10 photos of star

### Cuts and Mats on Production

Five one-column  
Three two-column  
Two three-column

### Stock Cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

### Series of Advertising layouts:

Mats

### Slides

Music Cues



FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

# MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING "TO-DAY"

WEST SIDE  
1st St. to 42d St.

**THEATRE** EIGHTH AVE.  
AT 40TH ST.  
"The Beast of Berlin"

**SEA** EIGHTH AVENUE  
AT 25TH STREET  
Secret," with ELLA HALL,  
as "THE OTHER WOMAN."

**OPERA HOUSE** 8th Ave.  
8th & 23d St.  
"The Beast of Berlin"  
THE NEWS COMEDY

**VAUDEVILLE** 8TH AVE. AT 42D ST.  
Continuous 1 to 11 p.m.  
EM in "ROUGH & READY";  
EVE., including war talk

**AGE** Eighth Ave. & 16th St.  
Cont. 12 Noon to 11 p.m.  
BRADY in "THE TRAP";  
"THE WOMAN IN THE WEB."

**TEST SIDE**  
St. to 86th St.

**THE BROADWAY AND  
THEATRE 77TH STREET**  
"THEM" (Chorus of His House)"  
in "RIDERS OF THE NIGHT".

**THEATRE** 8TH AVENUE  
AT 44TH STREET  
RDEN, "The Splendid Summer"

**TEST SIDE**  
St. to 125th St.

**BROADWAY AT 89TH**  
SESSUE HAYAKAWA in  
"THE HONOR OF HIS HOUSE"  
VIOLA DANA in

"RIDERS OF THE NIGHT".

**IAN** 18 Cathedral Parkway  
2 to 11 P.M.  
**WET**, in "LET US FORGET"  
116th St. & 5th Ave.

All Week Beginning Sunday

Adolph Zukor presents

# Billie Burke

(By arrangement with F. Ziegfeld, Jr.)



BELOW 14TH

**NEW STAND EAST** BR.  
Mrs. Vernon Castle, "Hilltop Mystery";  
This Old Fashioned Dad, & Alice

**ORPHEUM** 126 SCEO  
FRANK REESEAN in "LOAL"  
4th Epis.

**ST. MARKS** 433 Sec  
CAROLINE BLACKWELL, in  
"OUT," "THE EAGLES"  
WINDSOR THEATRE 41  
GAIL KANE in "THE TAN"  
Episode 15 "THE MYSTERIES"

M. & S. Thea

**AMERICAN MOVIES**  
Francis X. Bushman & B.  
in "With Neatness" and

**M. & S.** 6-8 De.  
J. Warren Kerrigan in "The  
Card," 8th Epis. "The J."

**NEW 14th ST.** 14TH ST.  
"PARZEN" OF THE  
The Wonder Play of

**ODEON** 58-62 Cliff  
DOROTHY DALTON in "A  
Black Comedy," 11th Fa

**PALACE** 133 Es  
Pauline Frederick, Mrs. D.  
6th Epis. "The Woman

**SUNSHINE** 141 E. R.  
Edith Storey, "Treasure

**WACO** 118 Riv.  
Elsie Ferguson, "The Sa-

**STAPLETON**

**RICHMOND THE**  
CARMEL MYERS in "The N.  
CHARLIE CHAPLIN in "A

**HOBOKEN**  
**STRAND** Washington  
IN  
“BROADWAY JO”

**YONKERS, N.Y.**  
**HAMILTON** W.M. S.  
“A SON OF DEMOCRACY”  
**ORPHEUM** KITTY  
TRW—MAE MARSH in “THE PU-  
FIELD”

**ROCKAWAY BEACH**  
NEW THEATRE HAMMERS-  
MANN ROCKAWAY  
OLGA PETROVA WITH  
MAE MARSH

**FAR ROCKAWAY**  
COLUMBIA  
MAE MARSH, “The Face”

**Stuyvesant Heights**  
**COLONIAL** BROAD-  
BILLY BURKE in “Eve’s  
DECATOR” Broadway  
“The Kaiser—The Beast”

**HALSEY THEATRE** Hal-  
Henry B. Walthall in “Ham-  
USCAL VADID: VILL”

**IMPERIAL THEA-** Harry &  
Margery Wilson in “Flames”

Ridgewood Secti-



# “In Pursuit of Polly”

## A Paramount Picture

By Mann Page and Isola Forrester Scenario by Eve Unsell  
Directed by Chet Withey



Did you ever watch a fellow nearly break his neck and fairly burst his heart trying to catch a girl, only to lose her? If you have you'll sympathize with the poor cuss who does it in “In Pursuit of Polly.”

# PARAMOUNT THEATRE

UP AND DOWN WAY  
BROADWAY

Heights Section  
**BALTIMORE** ST. JOHN'S PL. &  
ALBANY AVE.,  
incale in “Within the Cup”,  
A, 1368 St. John's Pl.  
SON, “Social Hypocrites”

edford Section  
RIUM 1238 Fulton Street,  
Continous to 10 P.M.  
**AM FARNUM** IN  
MISERABLES”

MA, 718 Nostrand Ave.  
DM, “Betty Takes a Hand”

“THE HOUSE OF HATE”  
**NINGNSIDE** 5th Avenue at  
116th Street.  
John Forbes-Robertson  
“Basis and Faces.”  
EST Cont. 11:30 to 11 P.M.  
NETT, “THE KEY TO  
BUSINESS,” Toto Comedy.

onderland THIRD AVENUE,  
ACT 116-D STREET;  
Hillips in “The Rinky Road”

**COMEDY** 3754 3d Ave.  
JAFFERO, “The Three of Us”  
STORY COMEDY

Vestchester Av. & 161st St.  
TANCE TALMADGE  
THE STUDIO GIRL”

THE CLIFFORD  
GUILT OF SILENCE”

TEATRE, 4048 Third Av.  
iscale in “Madame Who?”

**DISGRANT** 85TH STREET  
CLIFFORD

= AFLIN in “Chase Me, Charlie”

LOVE in “The Cross Bearer”

graph  
fused  
It is  
three

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

All Week. Go!

Adolph Zukor presents

# BILLIE BURKE

(By arrangement with F. Ziegfeld, Jr.)



## "In Pursuit of Polly"

A Paramount Picture

By Mann Page  
and Isola Forrester



Scenario by  
Eve Unsell.  
Directed by  
Chet Withey

THE race isn't always to the swift. Sometimes the suitor who seems lost in the push gets the girl. That's how it goes in "In Pursuit of Polly" But the chase! You can't see it too soon.

**Paramount**  
Theatre

All Week Beginning Sunday

Adolph Zukor presents

# Billie Burke

(By arrangement with F. Ziegfeld, Jr.) in  
"In Pursuit of Polly"



By Mann Page and  
Isola Forrester.  
Scenario....by  
Eve Unsell.  
Directed.....by  
Chet Withey

A Paramount Picture



SOME darn fool said, "There's no more use chasing a woman than there is chasing a trolley car; there's always another one coming in a minute."

But that man never saw Polly or he wouldn't have said it.

There's a merry chase for her in "In Pursuit of Polly," and an underdog wins.

**PARAMOUNT**  
THEATRE

**FRUITS OF CONQUEST  
HELD UP TO TROOPS**

**REPORTS NEW PEACE OFFER**

Emperor Charles Said to be Making  
an Appeal to Italy.

**ARMY DESERTER TELLS  
OF WORKING AS SPY**

# ADVANCE PRESS STORIES

To be Sent to the Newspapers Prior to and During the Display of  
"In Pursuit of Polly," A Paramount Picture

## NOVEL INCIDENTS IN BILLIE BURKE'S NEWEST PICTURE

Unique Love Chase and Hun  
Plots Make "In Pursuit of  
Polly" Notable Photoplay

WHEN Polly Marsden, daughter of a millionaire cotton broker of New York was compelled by her father to make a choice of one of two men who loved her, one a poet, the other a prosaic stock broker, she decided that given an hour's start, she would leave town in her automobile and that she would bestow her hand upon the first of her suitors who caught her.

This is the beginning of "In Pursuit of Polly," the splendid Paramount photoplay starring Billie Burke, which will be displayed at the . . . . theatre next . . . . What complications this unique method of deciding upon a husband gave rise to it would be unfair to reveal, but it is necessary to say that they combine to make a story of unusual dramatic interest.

Polly meets with all sorts of adventures and incidentally she is mistaken for the confederate of a German spy by a Secret Service operative. This leads to her arrest after a series of thrilling events and when her suitors catch up with her finally they learn to their disgust that her hand and heart belong to her captor who turns out to be a millionaire and a charming chap at that. Of course, the disappointed poet and broker are disgruntled, but when a woman makes up her mind, what's the use to protest?

Miss Burke is said to have one of the most delightful roles of her screen career in this picture. She is admirably supported, her leading man being Thomas Meighan. Others in her support are Frank Losee, Alfred Hickman and William Davidson.

## LOVED BY TWO MEN POLLY'S IN DOUBT; WHAT WOULD YOU DO?

Billie Burke Solves Question  
"In Pursuit of Polly"  
New Picture

If you were wavering between two men, both of whom professed to love you, and neither of whom you were able to pick for your future husband, what course would you pursue to make up your mind as to your choice?

This was the problem that confronted Polly Marsden, the beautiful daughter of a New York cotton broker, who was loved simultaneously by a dreamy poet and a dignified broker. Polly attempted the expedient of having her suitors race after her, she being given an hour's start in an automobile, the understanding being that the first man who caught her might claim her as his bride.

This interesting situation was prolific of extremely sensational developments as events proved. When Polly starts on her course she meets with numerous adventures, some of them of an extremely comical character, while others, notably one in which she is mistaken for a German spy, is dramatic to a degree. It develops further that when the poet and broker finally reach her, she is under arrest on a charge of espionage, and that her captor, Colby Mason, millionaire Secret Service operative, is the man who ultimately wins Polly for his bride.

Miss Burke is said to be excellent in her portrayal in "In Pursuit of Polly" which will be shown at the . . . . theatre next . . . . Thomas Meighan, who plays opposite to her as Colby Mason, is, as usual, very effective. Frank Losee, whose portrayal of "Uncle Tom" in "Uncle Tom's Cabin," caused so much favorable comment sometime ago, will be seen as "Buck" Marsden, the cotton broker and father of Polly. The cast generally is of the best.

## TREAT IN STORE FOR THE ADMIRERS OF BILLIE BURKE

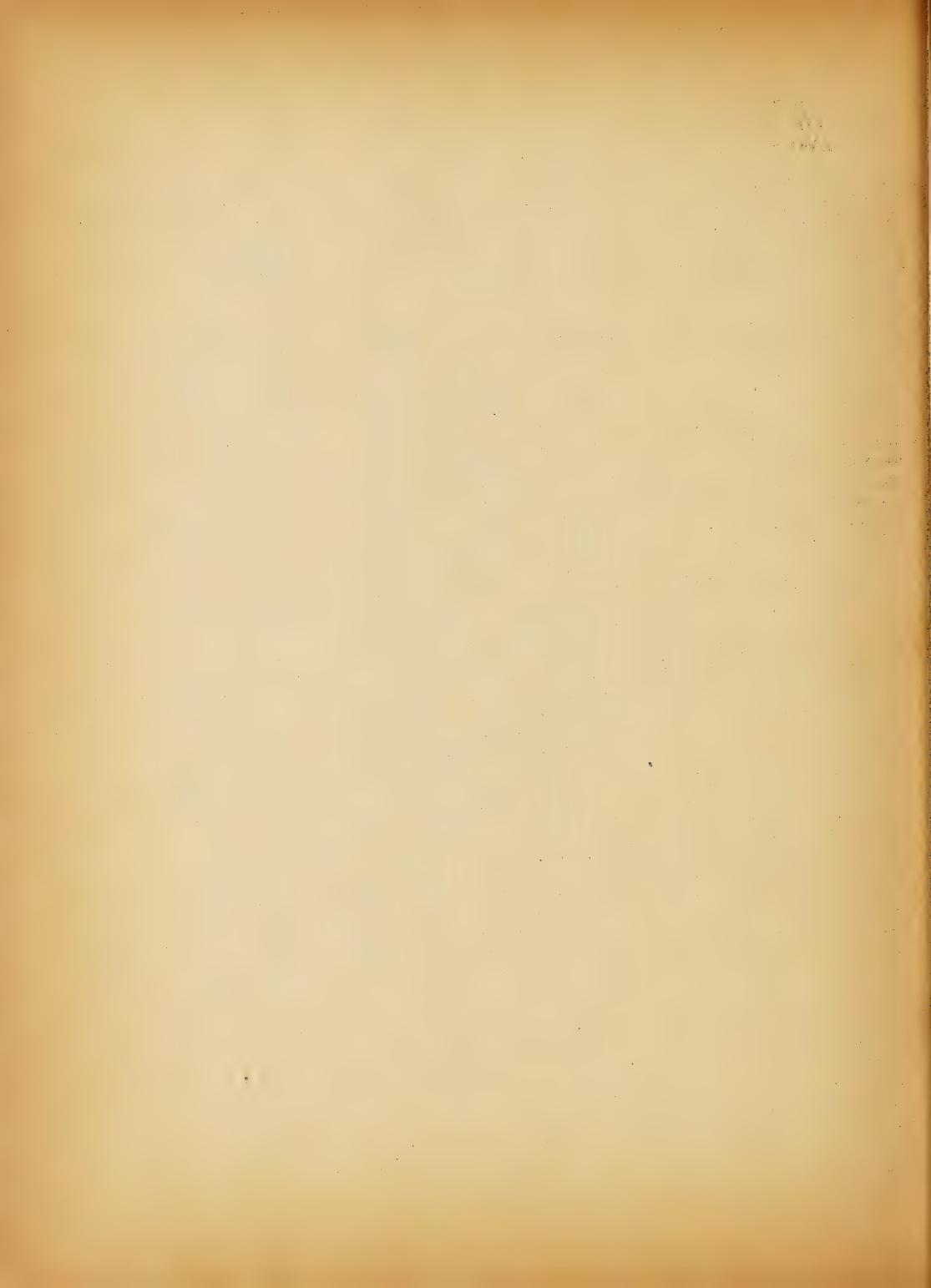
Dainty Paramount Star Will be  
Seen Here in New Film  
"In Pursuit of Polly"

THE admirers of Billie Burke, the popular Paramount star, will be afforded an unusual treat when her latest photoplay, "In Pursuit of Polly," is presented at the . . . . theatre next . . . . In this picture, Miss Burke will be seen as a chauffeur in overalls, who does not disdain to repair her broken-down automobile and who, while engaged in this delectable occupation, is discovered by a millionaire, who offers to assist her. Of course, she accepts and later becomes his bride.

In this picture Miss Burke plays Polly Marsden, a wealthy society woman of New York, who is unable to choose between two men who love her and who to settle the question of choice agrees to wed the first man who captures her after she motors away, she to have an hour's start of her suitors.

Many interesting situations develop as the result of this plan, all of which are diverting, many of them comical and others highly dramatic. In the course of the story Polly comes in contact with Hun spies who are seeking to destroy American munitions plants and by a queer combination of circumstances, she meets Colby Mason, a millionaire and Secret Service operative. He comes to the conclusion that Polly is acting in conjunction with these spies as their confederate and is forced to place her under arrest as her suitors reach the scene. It then develops that according to the agreement Polly belongs to Mason he having captured her first and he unhesitatingly claims her as his bride.

Miss Burke is effectively supported. Thomas Meighan is her leading man and others in her support are Frank Losee, A. J. Herbert, William Davidson, Alfred Hickman and Benjamin Deely.



## BILLIE BURKE IN NEW BIG PICTURE

**Paramount Star To Be Seen  
"In Pursuit of Polly"**

If you saw "Let's Get A Divorce," a recent Paramount photoplay in which Billie Burke scored so signal a success, you will doubtless be delighted to know that her latest photoproduction, "In Pursuit of Polly," in which the elements of comedy and drama are happily blended, will be presented at the . . . . theatre next . . . .

Miss Burke invariably is delightful in any portrayal she attempts. In this excellent comedy she is seen in the role of the daughter of wealthy cotton broker, who is loved by two men, but neither of whom she is able to choose for her husband. When requested by her father to make up her mind, she announces that she will marry the first man who catches her in an automobile race, in which she is to be given an hour's start.

And so it happens that Polly is involved in a series of adventures, as unexpected as they are diverting. In the course of her efforts to elude her suitors she encounters Colby Mason, a millionaire Secret Service agent, who is searching for German spies and observing her in the company of Emile Kremer, a recognized Hun spy, he concludes that she is his confederate and this ultimately prompts him to place her under arrest on an accusation of espionage. The absurdity of the charge is disproved later, when her two suitors appear and it then develops that according to the agreement, Mason who was the first to capture her, is entitled to her hand and greatly to the disgust of the suitors Polly agrees that this verdict is just.

Miss Burke is splendidly supported in this unusual photoplay. Her leading man is Thomas Meighan, a screen actor of ability, who was recently seen here in "Missing," others in the cast include Frank Losee, A. J. Herbert, Benjamin Deely, Alfred Hickman.

## EVE UNSELL WELL KNOWN SCENARIST

**Picturizer of "In Pursuit of Polly"  
Skilled Writer**

OF the leading scenarists in the country, Eve Unsell, whose picturization of "In Pursuit of Polly," starring Billie Burke, will be seen at the . . . . theatre next . . . ., is among the best known. Miss Unsell is a writer of ability and discriminating taste, whose sense of the dramatic proprieties in motion pictures, is highly developed.

Miss Unsell is the author of numerous notable photoplays. These include, among thirty others, "The Dawn of a Tomorrow," for Mary Pickford; "Wild-flower," for Marguerite Clark; "The Dummy," for Jack Pickford, and others, many of which are soon to be reissued by Paramount. Her treatment of the subject of "In Pursuit of Polly," the story of which was written by Izola Forrester and Mann Page, is conspicuous for the artistry she invariably displays in her picturizations. Miss Burke is supported in this splendid photoplay by a cast of unusual ability, her leading man being Thomas Meighan, one of the best known screen players in the country. The picture was directed by Chester Withey.

### Meighan is Popular

**THOMAS MEIGHAN,** who plays opposite to Billie Burke in her admirable photoplay, "In Pursuit of Polly," which is being displayed at the . . . . theatre this week, has an immense following of film fans all over the country. Mr. Meighan has been seen in many notable photoplays as star and leading man and his portrayals invariably have been characterized by discretion, taste and skill. His portrayal of a millionaire Secret Service agent in support of Miss Burke is one of his best and that is saying a great deal.

## CHESTER WITHEY FAMOUS DIRECTOR

**"In Pursuit of Polly" Billie Burke's Film His Latest**

AS the value of a fine painting is determined by the signature of the painter, so is the value of a photoplay acclaimed by the worth of the man who directed it. It follows, therefore, that when it is known that "In Pursuit of Polly," the new Paramount photoplay starring charming Billie Burke, which will be displayed at the . . . . theatre next . . . ., was directed by Chester Withey, then its superiority is established beyond question.

Chester Withey is one of the most famous directors in the country, whose skill and ability is generally recognized. Mr. Withey was for years an actor and producer of stage plays. He is a scenarist of unusual skill and in every other way he is well qualified to perform the functions required in his field of activities. Mr. Withey has been identified with many notable picture productions and that he has fully lived up to his reputation by his direction of "In Pursuit of Polly," there is little question.

Mr. Withey has surrounded Miss Burke with a cast of exceptional screen players, all of whom are well-known to motion picture theatregoers. Chief among these is Thomas Meighan, a player of delightful personality, who plays opposite to the star.

### Worth While Picture

ALL film fans, who love the unusual in photoplays, will find "In Pursuit of Polly," the latest Paramount photoplay starring Billie Burke, which is now on view at the . . . . theatre, a worth while entertainment. Miss Burke's portrayal in this excellent photoplay is one that will not only delight her audiences, but greatly enhance her reputation as a comedienne of the first class. Her leading man is Thomas Meighan, one of the best known screen players in the country.



**MAIL CAMPAIGN**  
**For the Exploitation of "In Pursuit of Polly"**

Paramount  Theatre~

200 MAINE AVE.  
EDGEWOOD ILL.  
TEL. EDGEWOOD 5291

Dear Madam:--

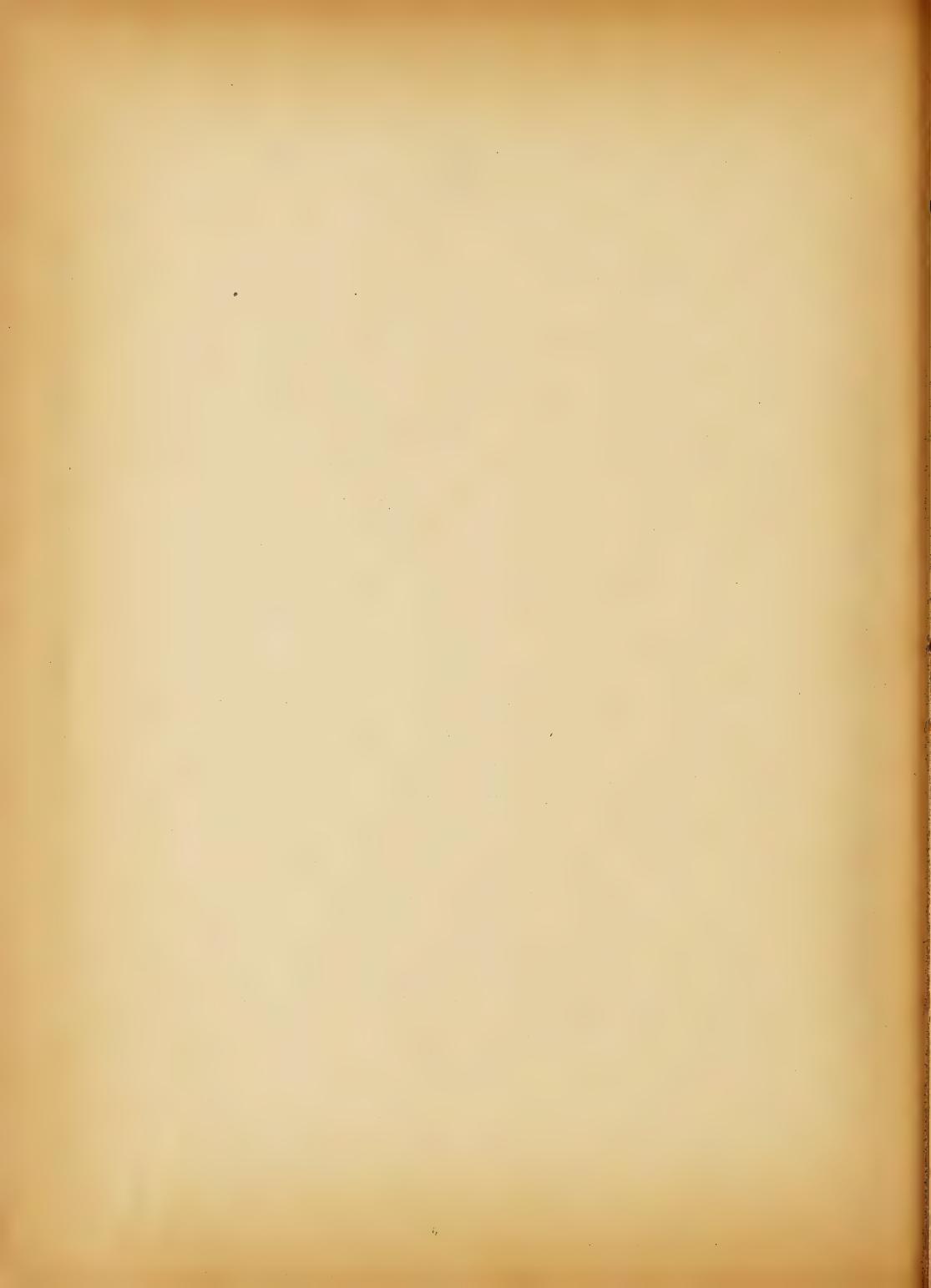
It is conceded by critics that Billie Burke, whose reputation for versatility and artistry is of the highest, is one of the foremost of American motion picture stars. Miss Burke, whose recent success "Let's Get a Divorce" proved so successful, will be seen at our theatre next..... in her latest Paramount offering, "In Pursuit of Polly."

This is a superb photoplay and should be a treat to our clientele. The story deals with a society girl who is loved by two men and who offers her hand to the man who catches her in an automobile chase, she being allowed an hour's start. This is the beginning of most unusual adventures, many of them filled with delicious humor, others being absorbingly dramatic. How she is arrested for espionage and how her race comes to an unexpected end, are told in a series of delightful scenes.

The story was written by Izola Forrester and Mann Page, while the scenario was the work of Eve Unsell, a distinguished scenarist. We hope to be able to welcome you at the premier presentation of the picture at our playhouse.

Yours sincerely,

.....  
Manager



# MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "In Pursuit of Polly"

ADVANCE  
POST  
CARD  
NO. 1

TO BE SENT  
9 DAYS BEFORE  
SHOWING

DATE \_\_\_\_\_

DEAR MADAM:

Beginning next....., "In Pursuit of Polly," starring Billie Burke will be the feature of the programme at our theatre next.....

This a superb picture, in which Miss Burke appears at her best. The situations are of a character to please the most artistic taste.

Yours sincerely,

Manager \_\_\_\_\_

ADVANCE  
POST  
CARD  
NO. 2

TO BE SENT  
6 DAYS BEFORE  
SHOWING

DATE \_\_\_\_\_

DEAR MADAM:

It may interest you to learn that Billie Burke, the famous Paramount star, will be seen in her new photocomedy, "In Pursuit of Polly," at our theatre next.....

This is a delightful picture and Miss Burke's portrayal will be a revelation. Can you afford to miss it?

Yours sincerely,

Manager \_\_\_\_\_

ADVANCE  
POST  
CARD  
NO. 3

TO BE SENT TO  
ARRIVE ON DATE  
OF SHOWING

DATE \_\_\_\_\_

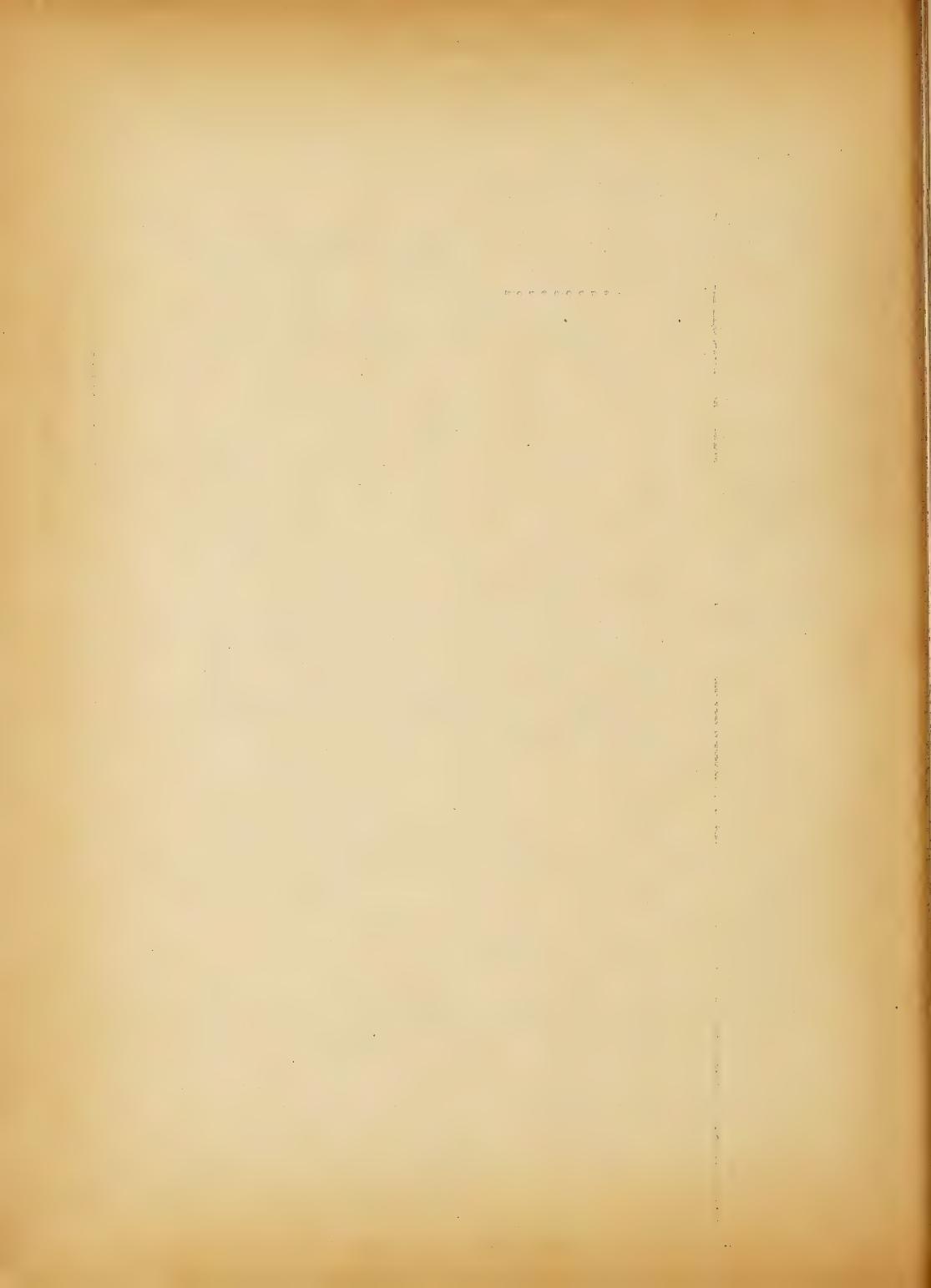
DEAR MADAM:

This is to remind you that Billie Burke, the charming Paramount star, will be seen in her new photoplay "In Pursuit of Polly," at our theatre today. We cordially invite you to the opening display of one of the finest pictures of the Billie Burke repertoire. Assuring of our good will, we remain,

Yours sincerely,

Manager \_\_\_\_\_

Exhibitors will be wise to mail at least one of these Postals to their patrons



# ADVERTISING POSTERS for “IN PURSUIT OF POLLY”

Always obtainable at your exchange.



One Sheet



Six Sheet



One Sheet



Three Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU  
WILL FILL EVERY SEAT AT EVERY PERFORMANCE

## Current Paramount and Artcraft Pictures in the Order of Their Release

PAULINE FREDERICK ..... "RESURRECTION"  
ENID BENNETT ..... "THE BIGGEST SHOW ON EARTH"  
SESSUE HAYAKAWA ..... "THE WHITE MAN'S LAW"  
JACK PICKFORD ..... "MILE-A-MINUTE KENDALL"  
DOROTHY DALTON ..... "THE MATING OF MARCELLA"  
MARGUERITE CLARK ..... "PRUNELLA"  
CHARLES RAY ..... "HIS OWN HOME TOWN"  
WALLACE REID ..... "BELIEVE ME, XANTIPPE"  
BLACKTONS ..... "MISSING"  
LINA CAVALIERI ..... "LOVE'S CONQUEST"  
VIVIAN MARTIN ..... "VIVIETTE"  
PAULINE FREDERICK ..... "HER FINAL RECKONING"  
SESSUE HAYAKAWA ..... "THE BRAVEST WAY"  
WALLACE REID ..... "THE FIREFLY OF FRANCE"  
ENID BENNETT ..... "A DESERT WOOING"



MARY PICKFORD ..... "M'LISS"  
WM. S. HART ..... "SELFISH YATES"  
CECIL B. DE MILLE'S ..... "OLD WIVES FOR NEW"  
ELSIE FERGUSON ..... "A DOLL'S HOUSE"  
DOUGLAS FAIRBANKS ..... "SAY, YOUNG FELLOW"  
GEORGE M. COHAN ..... "HIT THE TRAIL HOLLIDAY"

# Lina Cavalieri



Press Book and Exhibitors' Aids

Adolph Zukor presents

## Lina Cavalieri in "The Eternal Temptress"

By Mme. Fred De Gresac

Scenario by Eve Unsell

Directed by Emile Chautard

A Paramount Picture

### THE PLAYERS

Princess Cordelia Sanzio.....	Lina Cavalieri
Angela.....	Mildred Conselman
Harry Althrop.....	Elliott Dexter
Count Rudolph Frizl.....	Allen Hale
Prince Estezary.....	Edward Fielding
Colonel Althrop.....	Hallen Mostyn
Ambassador Lawton.....	James Laffey
Borgslov.....	Pierre De Matteis
Jeweller.....	Peter Barbier



Musi

Director

Emile Chautard

change



## THINGS YOU NEED TO KNOW ABOUT

# "THE ETERNAL TEMPTRESS"

*Lina Cavalieri is known all over the world as "Europe's Most Beautiful Woman." Her debut in Paramount Pictures will make her known as "The Most Beautiful Woman in Pictures," for her beauty is of that rare, dark and exotic type that seems actually to stand out from the screen in its vividness.*

The story was written *especially* for Cavalieri by Mme. Fred de Gresac, the noted French author, and deals with the situation in Italy at the outbreak of the present war in an entirely new and unusual manner, having throughout a love story of the most intense interest.

The cast is a notable one, including Elliott Dexter, prominent on the stage and screen, Allen Hale and many others equally well known.

EMILE CHAUTARD, THE DIRECTOR, IS INTERNATIONALLY FAMOUS. HE HAS DIRECTED, AMONG OTHERS, VIVIAN MARTIN, ALICE BRADY AND KITTY GORDON.

To secure the best possible results no pains or money was spared by Director Chautard who is famed for his wonderful effects. For instance, in the Roman and Venetian street scenes, actual Italian immigrants were secured for "atmosphere" and the whole great studio lot at Fort Lee, New York, was covered with elaborate and costly sets, copied with infinite care from photographs and models of streets and buildings in Rome.

### ACCESSORIES

(To be obtained at your Exchange)

#### Paper

Two one-sheets  
Two three-sheets  
Two six-sheets

#### Photos

Ten 8 x 10 black and white  
Eight 11 x 14 colored gelatine  
Two 22 x 28 colored gelatine  
8 x 10 photos of star,

#### Cuts and Mats on Production

Five one-column  
Three two-column [  ]  
Two three-column

#### Stock cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

#### Rotogravure

#### Series of Advertising Layouts: Mats

Press Book, with sales talk, card  
and letter announcements,  
suggestions for lobby and  
other displays.

#### Slides

#### Music Cues

Cavalieri, in many of the scenes, wore her famous pearls which are noted all over the world. Her gowns too, are especially beautiful.

### SPECIAL MUSIC CUES AVAILABLE AT YOUR EXCHANGE

### THE PLAYERS

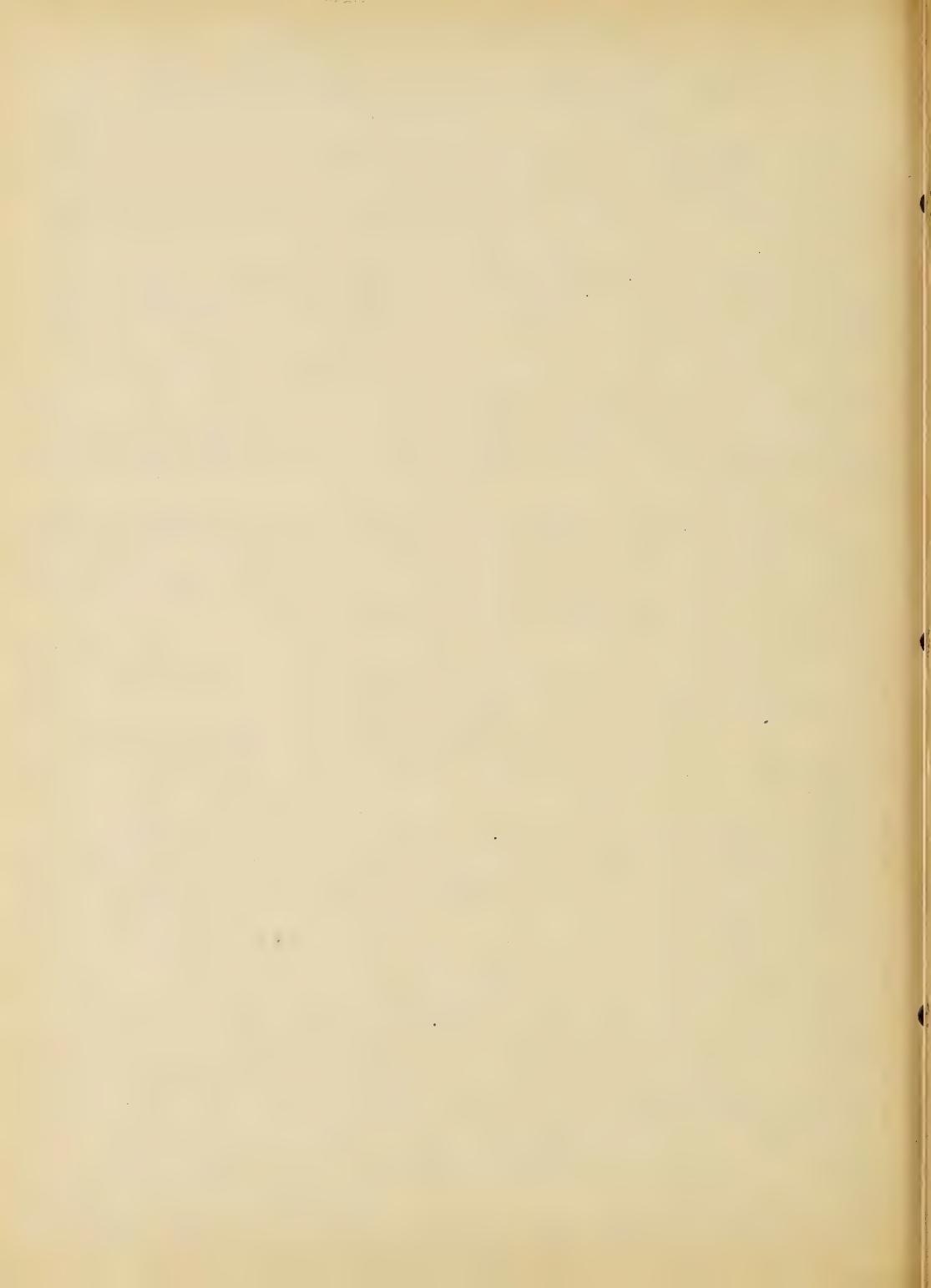
Princess Cordelia Sanzio, Lina Cavalieri  
Angela.....Mildred Counselman  
Harry Althrop.....Elliott Dexter  
Count Rudolph Frizl.....Allen Hale  
Prince Estezary.....Edward Fielding  
Colonel Althrop.....Hallen Mostyn  
Ambassador Lawton.....James Laffey  
Borgslow.....Pierre De Matteis  
Jeweller.....Pater Barbier

Director.....Emile Chautard

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**WRITE OUR EXHIBITORS' SERVICE DEPARTMENT TODAY AND THEY WILL  
TELL YOU HOW TO MAKE THIS PICTURE THE BIGGEST DRAWING  
CARD YOU'VE EVER SHOWN**



ADVERTISING SUGGESTIONS FOR  
“THE ETERNAL TEMPTRESS”

**Post Card No. 1**

To be sent 9 days before showing.

Dear Madam:

On ..... Mme. Lina Cavalieri, Europe's most beautiful woman, will make her debut in Paramount Pictures in a photoplay entitled “THE ETERNAL TEMPTRESS” at the ..... theatre, and we hope to see you there on that evening.

Manager.

**Post Card No. 2**

To be sent 6 days before showing.

Dear Madam:

“THE ETERNAL TEMPTRESS,” which is coming to the ..... theatre with Mme. Lina Cavalieri as the star, deals with a love story of intense interest.

The play was staged by Emile Chautard, a director of international fame and no money has been spared to secure most wonderful stage effects.

The date is .....

Manager.

**SUGGESTED LETTER**

To be sent 3 days before showing.

Dear Madam:

“THE ETERNAL TEMPTRESS,” the thrilling photoplay in which Mme. Lina Cavalieri is the star, tells the story of Cordelia Sanzio, an Italian widow and Princess, who is living in Venice as a sort of modern siren.

The story opens with Cordelia trying to fascinate Harry Althrop, son of Commodore Althrop, a distinguished diplomat and an American. The boy finally falls deeply in love with her and is jealous of everyone to whom she speaks. The knowledge of this leads Prince Estazery, an Austrian Nobleman, to ask Rudolph, one of his aids, to start a rivalry with Harry so as to get the boy to enter into any scheme to win money, knowing that Cordelia has drained his purse empty. In order to purchase a pearl necklace for Cordelia he forges a check on his father. When the Austrian hears of this, he offers Harry a million to go to Rome and obtain a political document containing Italy's position as regards the war.

After Harry's departure Cordelia hears of it, follows him to Rome and sends him a note, too late, however, to stop his carrying out the bargain. He hastens to her villa and showers gold upon her, but she is revolted by the insult and sends him away. She resolves to save him at any cost, however, and goes to Rudolph's rooms. She leads him on to believe she actually cares for him until she gets possession of the paper.

Meantime Harry has been tried for his life, but just at this moment Cordelia rushes in and vows she is the real criminal and Harry is pardoned.

We hope you will come to the ..... theatre on ..... and learn what Cordelia's sacrifice has meant to Harry and herself.

In this thrilling story Mme. Cavalieri will wear her pearls which are famous all over the world, and also some gorgeous gowns.

We hope you will come early as we anticipate capacity business.

Yours sincerely,

Manager.

**Follow-up Post Card**

To be sent on day of showing.

Dear Madam:

Did you receive our communications to you concerning “THE ETERNAL TEMPTRESS”? This thrilling photoplay is something that I feel sure you will want to see. It is running in the ..... theatre today.

Manager.

100%  $\text{NO}_x$

100%  $\text{NO}_x$

100%  $\text{NO}_x$

100%  $\text{NO}_x$

100%  $\text{NO}_x$

100%  $\text{NO}_x$

100%  $\text{NO}_x$  (100%  $\text{NO}_x$ )

ADVERTISING SUGGESTIONS FROM THE  
EXHIBITORS' SERVICE DEPARTMENT ON

## "THE ETERNAL TEMPTRESS"

**LOBBY DISPLAY** "THE ETERNAL TEMPTRESS" deals with Mme. Lina Cavalieri as a modern siren. It also has to do with a pearl necklace of fabulous worth. In this thrilling story Mme. Cavalieri will wear her pearls which are famous all the world over and also some gorgeous gowns.

With these ideas as a basis, it is possible for you either to have a display of pearl necklaces in your lobby, through arrangement with your local jeweler, or to have your lobby display artist get up a very entrancing siren scene based upon the paper which we issue on this subject.

The catch line—"If you were a modern siren and your sweetheart had stolen a State paper so as to earn money to shower you with jewels, would you have made the supreme sacrifice made by Lina Cavalieri in 'THE ETERNAL TEMPTRESS'?"

**WINDOW DISPLAY** For gorgeous gowns and precious jewels, it is doubtful whether any photoplay has ever attempted to surpass the display in "THE ETERNAL TEMPTRESS." This should give you plenty of opportunity to co-operate with your dry goods, dress goods and jewelry stores in advertising Mme. Cavalieri. A sign in the dress goods window in connection with the display of some noted beauty around town, if you can secure one, saying "this is not Lina Cavalieri, nor is it the gown she will wear in "THE ETERNAL TEMPTRESS," but it is a creation of . . . . . , directly imported from . . . . . , showing, as does Mme. Cavalieri, the very latest styles in evening gowns.

**CAR CARD DISPLAY** Have a photograph made of the best window display in your town which relates to "THE ETERNAL TEMPTRESS" in your theatre. Reproduce this cut on your car card, with credit to the local merchant,—in addition to announcing the name of the photoplay and the date it will be shown in your theatre. Do not overlook the value to you of these car cards. The very fact that you advertise in the street cars of your town stamps your theatre as the progressive house of your district.

**STREET DISPLAYS** A beautiful young woman dressed up to represent Lina Cavalieri in a magnificent evening gown driving through your streets in an automobile with a banner on both sides of the car stating that "THE ETERNAL TEMPTRESS" will be seen in your theatre will probably be as good an advertisement of the show as anything. We should be pleased to hear from you as to the street display you put on for "THE ETERNAL TEMPTRESS" so that we may help others through your ideas—and in turn help you through the ideas of others.

**NEWSPAPER ADVERTISING** Utilize the same cut that you have worked in connection with your car card advertising to advertise the local merchant who has helped you with his lobby display, with a line of credit to him in your newspaper copy. You might alternate this advertising with a copy of the letters you are sending out to housewives in your locality, using a line something like this:

"To all of our patrons: Did you receive the letter on 'THE ETERNAL TEMPTRESS'? There was a misspelled word in that letter and the first one who can find out which word it was that was misspelled will be entitled to a prize at the manager's office. Bring the letter with you and see the manager as to the terms of the award."

**FOR ADDITIONAL SUGGESTIONS WRITE TO THE EXHIBITORS'  
SERVICE DEPARTMENT**

**485 Fifth Avenue, New York City**



## LINA CAVALIERI'S ROMANTIC LIFE STORY

Born in Rome, Italy, Lina Cavalieri for several years of her childhood romped among the barefooted peasant children of that city or played along its historic Vias. Her parents were humble Italians, poor but industrious and her earliest memories are of a flower-filled cottage where her mother used to sing at her work and her father would come home with his hands filled with goodies for "the bambina."

It is not true that Lina Cavalieri sold flowers in the Piazza Colonna, for there was no need with a stalwart father to stand off the wolf from the door. Not that she would mind admitting it if it were true, for Cavalieri is, in spite of all the tragic and romantic episodes of her eventful life, simple and kind at heart.

Lina used to sing at her work and play, inheriting the habit from her beautiful mother who possessed a charming although untrained voice. One day she attracted the attention of a maestro—conductor of a small music hall. As her father had died, leaving his little family penniless, Lina was glad to accept the maestro's offer of a position with a very small remuneration. They paid her about sixty cents a performance, which at the time she thought too much, but refrained from protesting for her mother's sake.

Later she got another position from a rival music hall at a dollar a night and from then on, step by step, she rose until she became a favorite at the Roman "Eden" near the Ponte Garibaldi. Here she was paid the princely sum of twenty dollars a week.

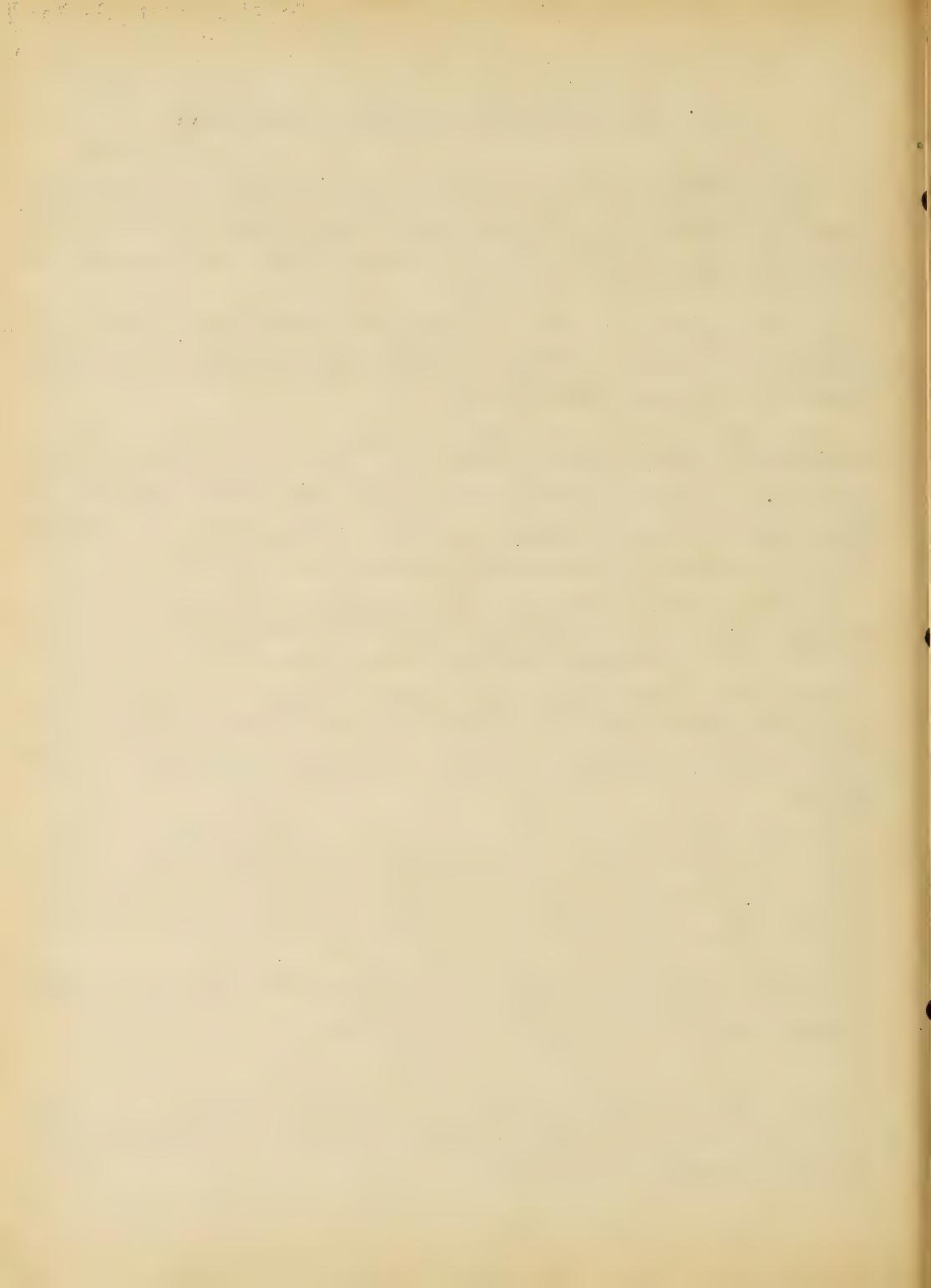
At last Lina, la bella, drifted to Paris, the Mecca of all music hall singers where she soon became a celebrity getting ten thousand francs (about two thousand dollars) a month at the Folies Bergere. Not yet satisfied, she went on a tour of Europe, during the course of which she met Tetrazini and the tenor Marconi who told her that she ought to study for the opera.

For nine months or so she worked under the tuition of Mariani, making her operatic debut at Naples in "La Boheme." From there she toured all of Italy and later created the role of Thais at Milan, which some two years ago she sang (in French) at the Grand Opera House in Paris. That was just after her first season at the Metropolitan Opera House, New York, and the year after she took London by storm.

Madame Cavalieri has appeared in films occasionally, mostly for Italian companies, but her debut in Paramount pictures will be shown at the ..... Theatre on ....., when she will be seen in "THE ETERNAL TEMPTRESS."



THIS NEW BIOGRAPHY OF LINA CAVALIERI WITH ONE OF THE MANY BEAUTIFUL STAR CUTS OF HER WILL CREATE A GREAT DEAL OF INTEREST IN YOUR LARGEST LOCAL PAPER.



STOCK STAR CUTS AND MATS

# Lina Cavalieri

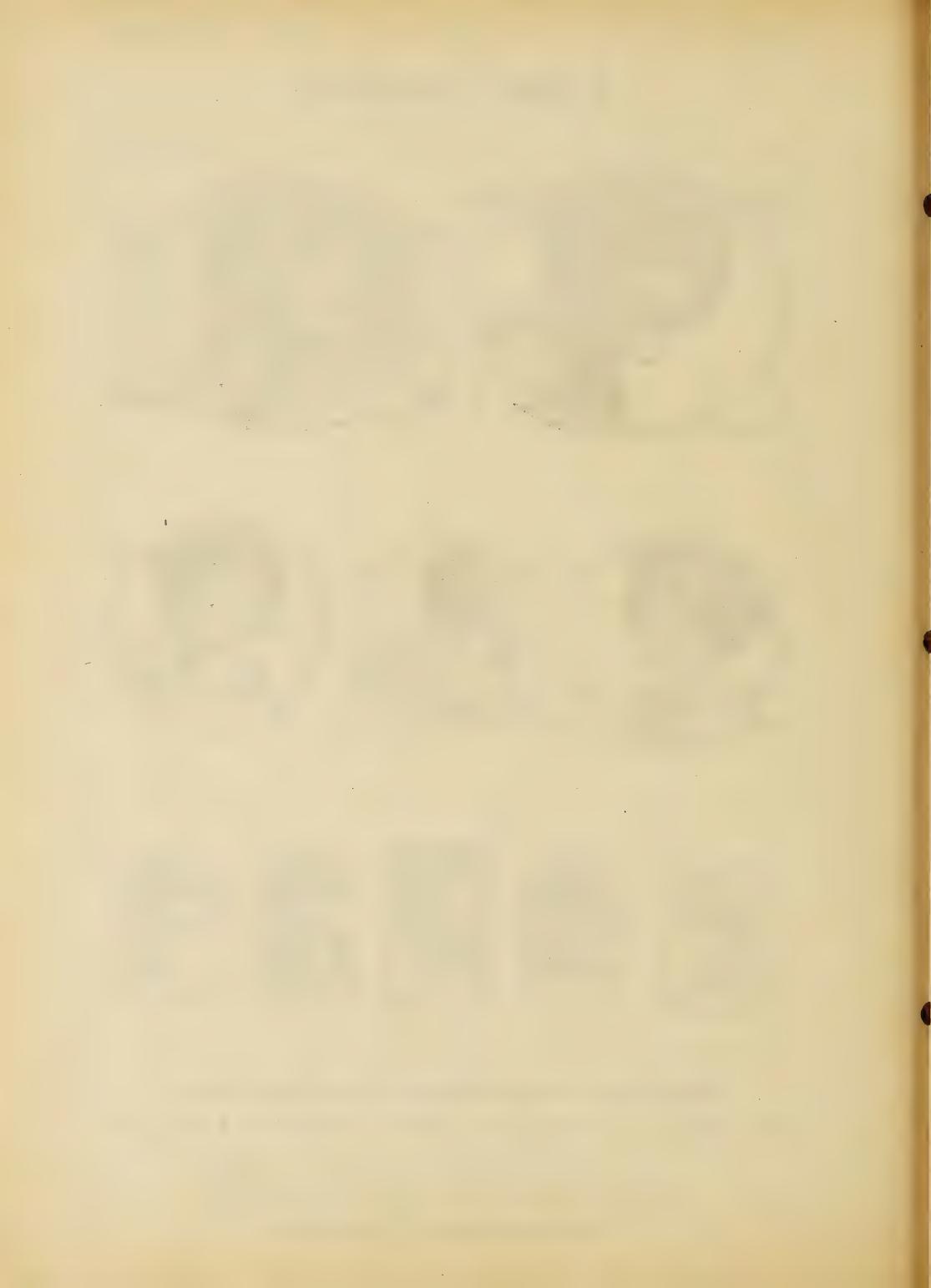


Illustration is a reduction of sizes listed below

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats  
Centre Row—Three Two-column Cuts and Mats  
Bottom Row—Five One-column Cuts and Mats

Always Obtainable at Your Exchange



## Music Cues!

Ask Your Exchange  
For Them



Hundreds of thousands of people pay fancy prices every year at the Metropolitan Opera House to see this world famous beauty. You can see her at this theatre at 1-50th the price it would cost you in New York. And you can see her in something better than she has ever done before. All week—but come early.

---

Other Attractions,  
Musical Program,  
Etc.

---

Admission Prices

Exhibitors' Theatre

Adolf Zukor presents

# Lina Cavalieri in "The Eternal Temptress"

By Mme. Fred de Gresac

Scenario by Eve Unsell

Directed by Emile Chautard



See world famous Lina Cavalieri this week at this theatre. See one of the most talked about operatic stars in the world. Her glorious beauty, her powerful dramatic power, and her gripping personality will enthrall you in this tremendous drama.

---

Other Attractions, Next Feature,  
Musical Program, Etc.

---

Admission Prices

Name of Exhibitors' Theatre

"The theatre that the Saturday Evening Post tells of" is bound to get the business.  
Do they know that yours is it?

in Brilliana and  
Imperial facsimile and

Imperial

11

12

13

14

ADOLPH  
ZUKOR  
presents

# Lina Cavalieri in "The Eternal Temptress"

By Mme. FRED DE GRESAC  
Scenario by EVE UNSELL  
Directed by EMILE CHAUMARD



TRADE MARK



## A Paramount Picture

See This World Famous Prima Donna

Wherever language is spoken the fame of Lina Cavalieri is known. You would have to pay \$5 or \$10 to see her at the Metropolitan Opera House. We have made it possible for you to see her right here at home for about 1/50th of that price. You can't afford to miss her in this, one of the most powerful dramas of the year.

Other Attractions, Next Feature,  
Musical Program, etc.

Admission Prices

Name of Exhibitors' Theatre

Do you show "movies" or do you show "the pictures that are advertised in the big magazines?"  
How do they know? The trade marks tell.



Adolph Zukor presents

# LINA CAVALIERI

*in "The Eternal Temptress"*

By Mme. Fred de Gresac

Scenario by Eve Unsell

Directed by Emile Chautard



LINA CAVALIERI  
in "The Eternal Temptress."  
A Paramount Picture  
5450

## *A Powerful, Emotional Story*

Reinforced by the glorious beauty, the vibrant personality, and the gripping art of this world famous prima donna, "The Eternal Temptress" becomes one of the greatest motion picture sensations of the year.

Other Attractions, Next Feature, Musical Program, Etc.

### *Admission Prices*

## Name of Exhibitors' Theatre

One Paramount trade mark in the papers is worth a hundred on the shelf

## Introduction à l'analyse

Il s'agit d'un cours destiné aux étudiants de l'Institut des hautes études en sciences sociales et de l'École normale supérieure de Paris. Il a été conçu pour donner une introduction à l'analyse mathématique et pour servir de base à l'étude de la théorie des fonctions de plusieurs variables.

Il est destiné à être étudié par les étudiants de l'Institut des hautes études en sciences sociales et de l'École normale supérieure de Paris.

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Il est destiné à être étudié par les étudiants de l'Institut des hautes études en sciences sociales et de l'École normale supérieure de Paris.

# Ad Cuts and Mats for Bigger Business—You NEED Them

All of these cuts were chosen for their selling power from a large lot of stills. The one and two column cuts are appealing, economical trade getters; the three column cuts dominate by sheer force of size and attractiveness. We have had the half-tones engraved so that they will print well on newspaper under good conditions. Unless you are positive that your printer uses good ink and paper and is exceptionally conscientious in his work hesitate before you use a half-tone. A line cut will print well under almost any conditions.

ADOLPH ZUKOR presents

## Lina Cavalieri in

"The Eternal Temptress"

By Mme. Fred De Gresac

Scenario by

EVE UNSELL

Directed by

Emile Chautard



LINA CAVALIERI  
in "The Eternal Temptress"  
A Paramount Picture  
5457

You don't have to go to New York's famous Metropolitan Opera House to see this world famous beauty. Mme. Cavalieri's glorious beauty, her dynamic personality, and her marvelous dramatic ability never showed to better advantage than in this powerful story.

Other Attractions,  
Musical Program, etc.

Admission Prices

Exhibitors' Theatre

ADOLPH ZUKOR presents

## Lina Cavalieri in "The Eternal Temptress"

By

Mme. FRED DE GRESAC

Scenario by

EVE UNSELL

Directed by

EMILE CHAUTARD



A Paramount Picture



Be it London, Paris, Petrograd or Rome—the name and fame of Lina Cavalieri are known. You can see her right here at home in the greatest triumph of her wonderful career. Her glorious beauty, her vibrant personality, and her gripping dramatic power were never shown to better advantage than in this dramatic story.

Other Attractions,  
Musical Program, etc.

Admission Prices

Name of Exhibitors' Theatre

We are running a million dollar advertising main through your town. Are you benefiting by tapping it?



Cover your town with this paper and you will fill  
every seat on every performance

Always obtainable  
at your Exchange

### SLIDE



Three Sheet



One Sheet



One Sheet



Three Sheet



Six Sheet



Six Sheet



STOCK PRODUCTION CUTS AND MATS

# Lina Cavalieri in "The Eternal Temptress"



ISSUED IN SETS OF TEN, CONSISTING OF

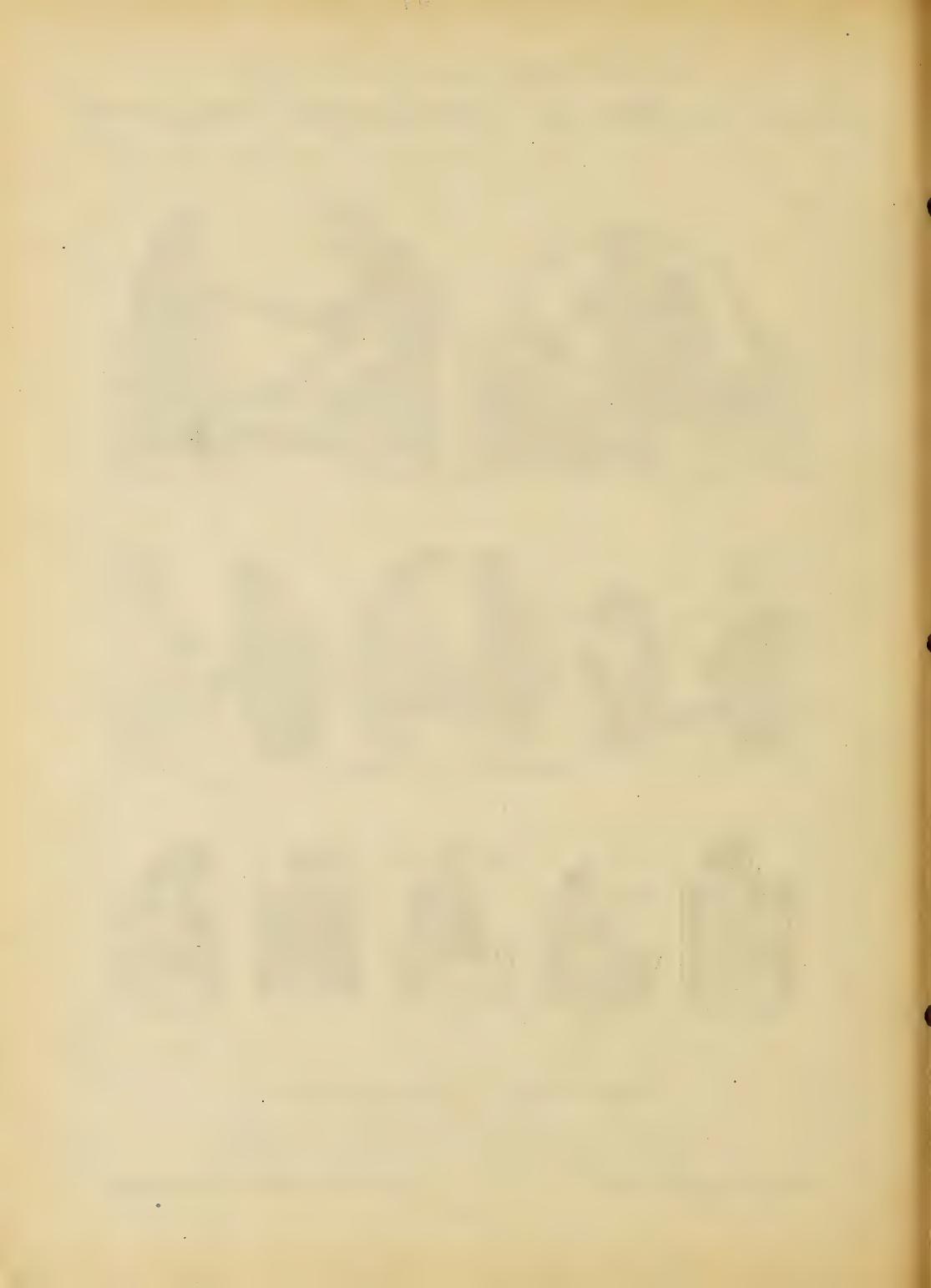
Top Row—Two Three-column Cuts and Mats

Centre Row—Three Two-column Cuts and Mats

Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above

Always Obtainable at Your Exchange



**Press stories to be sent out a week or ten days in advance of the  
showing of "THE ETERNAL TEMPTRESS"**

Lina Cavalieri, known as one of the five most beautiful women in the world, and famous as an opera star as well, has entered the field of motion pictures, having signed up with Paramount. Her first screen vehicle will be "The Eternal Temptress." This was written by Mme. Fred de Gresac, the popular French author, and will be shown at the ..... Theatre on .....

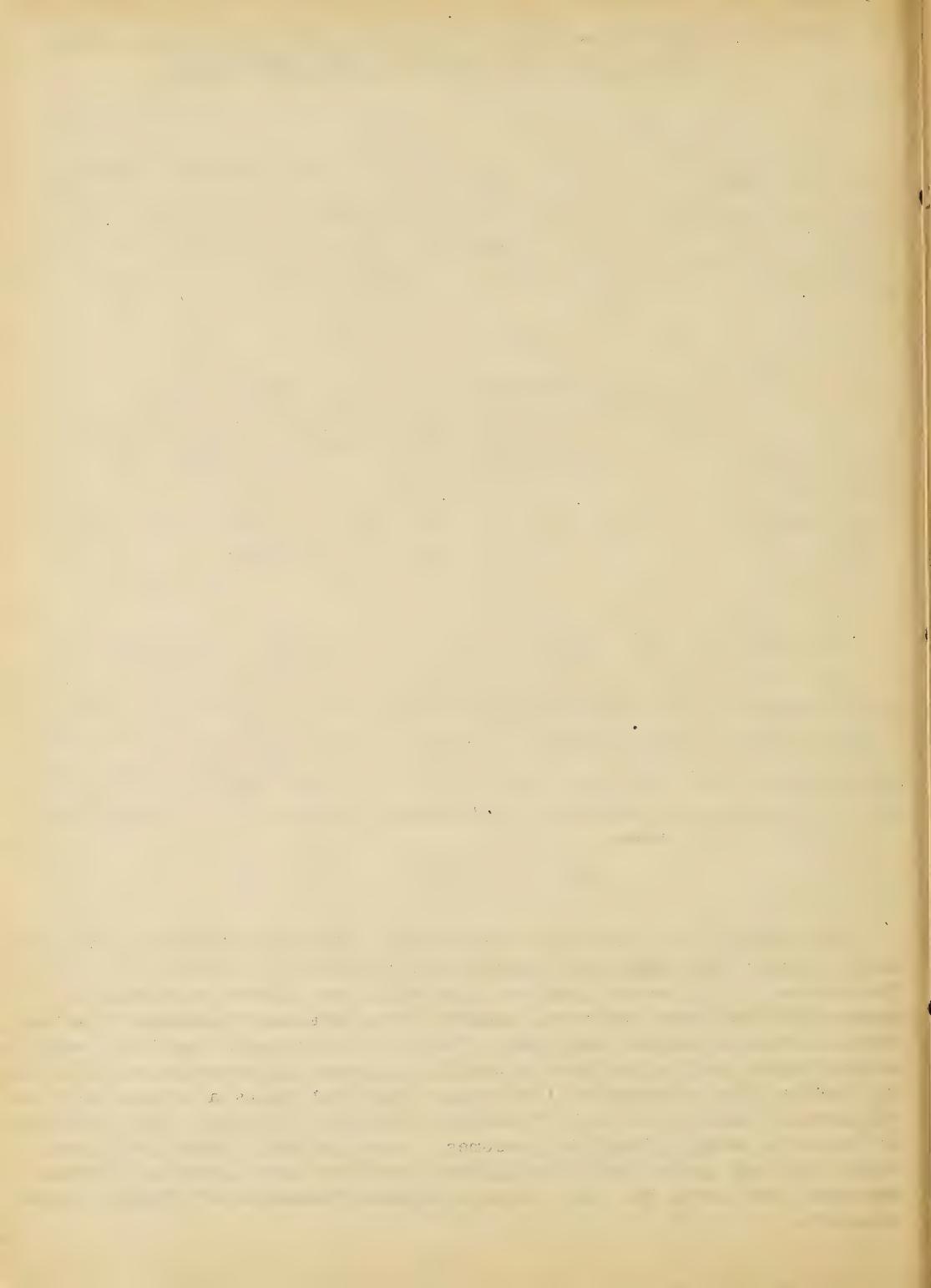
**"THE ETERNAL TEMPTRESS" A STORY OF MODERN VENICE**

As Cordelia Sanzio, a wealthy widow of modern Venice, who lures young Harry Althrop to his ruin, Lina Cavalieri, the opera singer, makes her debut in Paramount Pictures with "The Eternal Temptress." The story deals with the ruse of an Austrian diplomat to secure papers involving Italy's position in the world war. "The Eternal Temptress," a Paramount picture, will appear on ..... at the ..... Theatre.

**PICTURES HER FAD, DECLARES LINA CAVALIERI NOW A CINEMA ACTRESS.**

In "The Eternal Temptress" beautiful Lina Cavalieri makes her screen debut under the management of Paramount Pictures Corporation. The famous diva is tremendously enthusiastic about the motion picture work and declares she greatly prefers it to singing. With her quaint French accent she protested the other day that pictures are her "what ees it you say-fad." "The Eternal Temptress" is to appear at the ..... Theatre on ..... of ..... week.

The choice of a suitable screen vehicle for Lina Cavalieri, the noted opera singer, who makes her cinema debut in this city at the ..... Theatre on ..... was a long and difficult one. After thousands of manuscripts had been rejected, however, "The Eternal Temptress," by Mme. Fred de Gresac, was decided upon. This is a story of a beautiful woman of modern Venice and is not only a thrilling, gripping description of affairs in Italy at the outbreak of the present war, but casts a strong light on the methods used by the wily Prussian diplomats in gaining their purposes. As Cordelia Sanzio, Cavalieri becomes a tool in their hands until she comes into her better self through her love for Harry Althrop, a young American, and saves his life as well as many thousands of Italy's brave soldiers.



At last! Lina Cavalieri on the screen. For several years patrons of the high class photoplay have hoped that the famous diva would follow the example of several others and use the screen as a vehicle for her wonderful ability as an actress. Lina Cavalieri, long known as "the most beautiful woman of Europe," has at last taken her rightful position as one of the most beautiful women of the films. "The Eternal Temptress," an elaborate Paramount production, the scenes of which are laid in modern Venice and Rome, and which was directed by Emile Chautard, will be the featured attraction at the ..... Theatre on.....

Conceded to be "the most beautiful woman of Europe," Lina Cavalieri, the famous opera singer, has entered the lists for the title of "the most beautiful woman of the screen." "The Eternal Temptress," her first picture, made for Paramount under the expert direction of Monsieur Emile Chautard, will be shown on ..... at the ..... Theatre.

A story of love and intrigue and of a gripping international situation saved by a woman's wiles, is Lina Cavalieri's first Paramount photoplay, "The Eternal Temptress." Opening at the commencement of the present international war, the scenes lead to a climax of thrilling intensity. "The Eternal Temptress" is scheduled to be shown at the ..... Theatre on .....

#### CAVALIERI'S FIRST PARAMOUNT PICTURE A DRAMA OF MODERN VENICE AND ROME

As Cordelia Sanzio, a modern siren, luring men to their ruin, but reforming and in the end proving herself a heroine, in "The Eternal Temptress," Lina Cavalieri is a delight to the eyes and the mind. Young Harry Althrop, son of an American diplomat, is in love with her, and madly doted by jealousy and hatred of his rival, an Austrian Count, commits the heinous crime of betraying his own country and Italy.

How she finds this out, and having come to realize for the first time in her life the meaning of love and honor, Cordelia saves him and her country together, makes a photoplay of far more than usual interest. The production was directed by the noted French director, Emile Chautard, and is said to contain some exceptionally effective photography. It is to appear for the first time in this city at the ..... Theatre on .....



Press stories to be sent out two or three days in advance or during the showing of "THE ETERNAL TEMPTRESS"

Visitors to the huge Paramount studios at Fort Lee, New York, where Lina Cavalieri was preparing her first photoplay recently, thought they had accidentally wandered into a room in a public library when they entered Director Emile Chautard's office. Foreign books, magazines, papers and folders lay scattered in every direction, while huge volumes of maps, photographs and the like were lying on every chair and table. These were used by M. Chautard in the preparation of "The Eternal Temptress," the scenes of which are laid in modern Venice and Rome. Director Chautard is nothing if not thorough and is noted as a stickler for detail "The Eternal Temptress," which is to be shown at the ..... Theatre on ..... is one of the most notable productions of the year, marking the great singer's debut in the field of the cinema.

Lina Cavalieri, noted singer and renowned as "the most beautiful woman of Europe," has at last consented to appear in motion pictures, thereby following the example of several of her fellow artistes, including Geraldine Farrar and others.

Her first Paramount production, "The Eternal Temptress," is a story of love and political intrigue of the most fascinating sort. It was written by Mme. Fred de Grasac and directed by Emile Chautard. "The Eternal Temptress" will be shown at the ..... Theatre on .....

LINA CAVALIERI AS ITALIAN SIREN APPEARS IN FIRST PICTURE AT .....

As beautiful Cordelia Sanzio, Cavalieri wins the instant sympathy and interest of her audiences for her almost supernatural beauty, which is of the sort that films well, seeming almost to make its possessor stand out from the screen and become a living, breathing character. In her love affair with Harry Althrop, last of a long line of lovers, she comes into her best self and makes the supremest sacrifice a human being can make for another—and her country. Elliott Dexter as Harry Althrop has created one of the best roles of his successful career. "The Eternal Temptress" will be shown on the screen of the ..... Theatre beginning on.....



At the first private showing of "The Eternal Temptress," which is Lina Cavalieri's first photoplay, made for Paramount under the direction of Emile Chautard, Adolph Zukor, President of the Famous Players-Lasky Film Corporation, said: "It is seldom that a face so beautiful as that of Cavalieri is found, and still more seldom that it can be caught in all its exquisite loveliness by the camera, which performs queer tricks of vision and has been known to lie outright about a beautiful face.

"Cavalieri is of the rare type of dark, exotic beauty which seems to photograph brilliantly and to make the possessor stand out from the screen and become almost a living, breathing character. I think it is safe to say that 'The Eternal Temptress' will be one of the most successful pictures ever put out by Paramount."

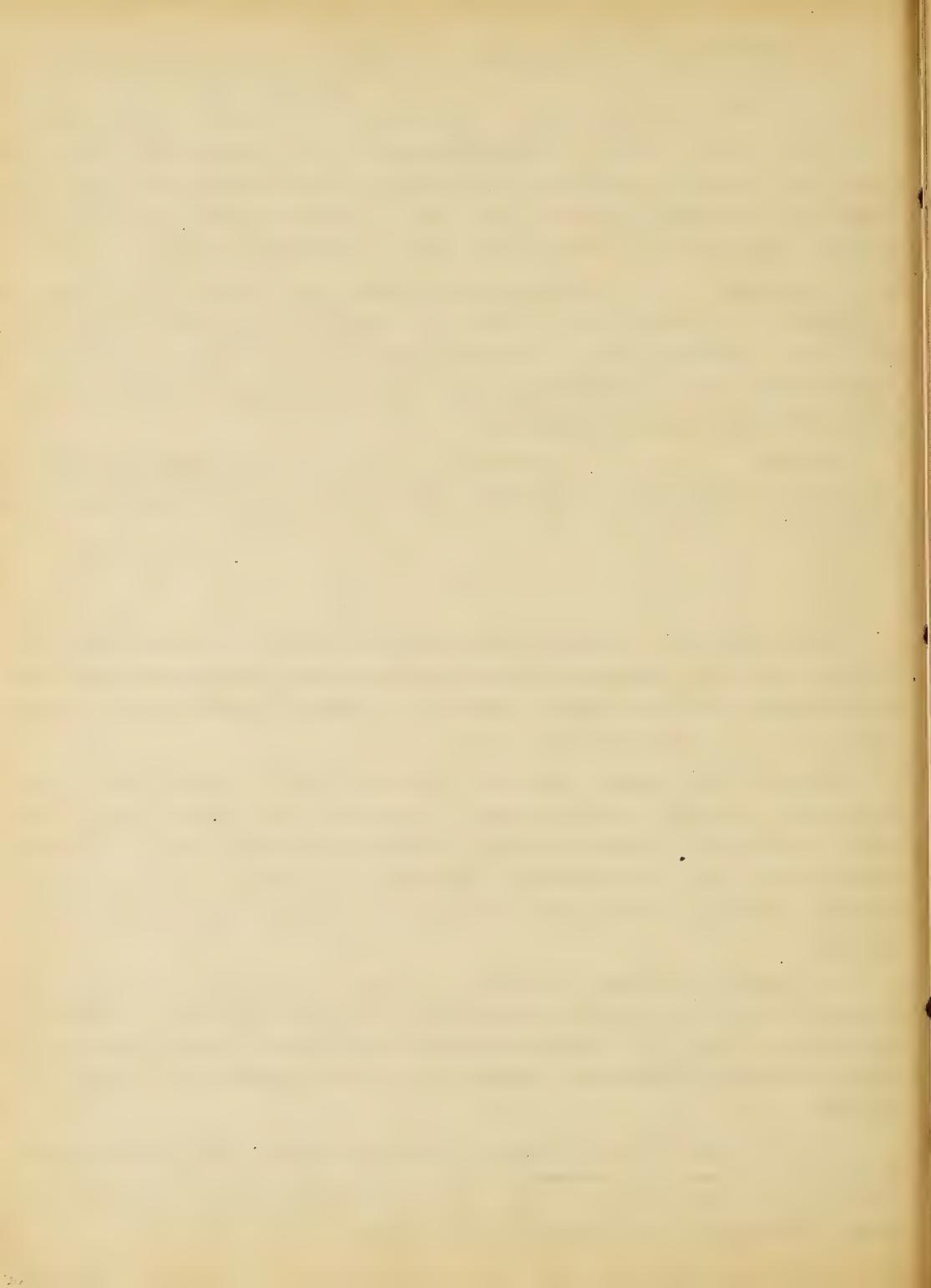
Manager ..... of the ..... Theatre has arranged to show Madame Cavalieri in her first Paramount picture at this Theatre beginning on .....

Lina Cavalieri, renowned prima donna and famed as a beauty, has at last rejoined the ranks of film actresses and her first production, made for Paramount under the expert direction of Emile Chautard will be shown at the ..... Theatre on .....

This is "The Eternal Temptress" by Mme. Fred de Gresac. The story deals with beautiful Cordelia Sanzio (Cavalieri), at the opening of the story a widow and princess living in modern Venice and playing with the affections of men as a cat plays idly with its victims. One of her most fervent lovers was young Harry Althrop, son of a distinguished American diplomat.

An Austrian nobleman, desiring to obtain possession of an important document which would give him knowledge of Italy's position in the present war (before Italy had joined forces with the Allies), plays upon Harry's love by making him insanely jealous of a young Austrian Aid, Count Rudolph.

The way they take advantage of his mad affection for Cordelia and force him to steal the documents they desire, and the manner in which Cordelia, at last really in love, saves both Harry and her country's honor makes a photoplay of throbbing vital interest.



## REAL ITALIAN ACTORS IN EXTRA RANKS OF PARAMOUNT CAVALIERI PICTURE

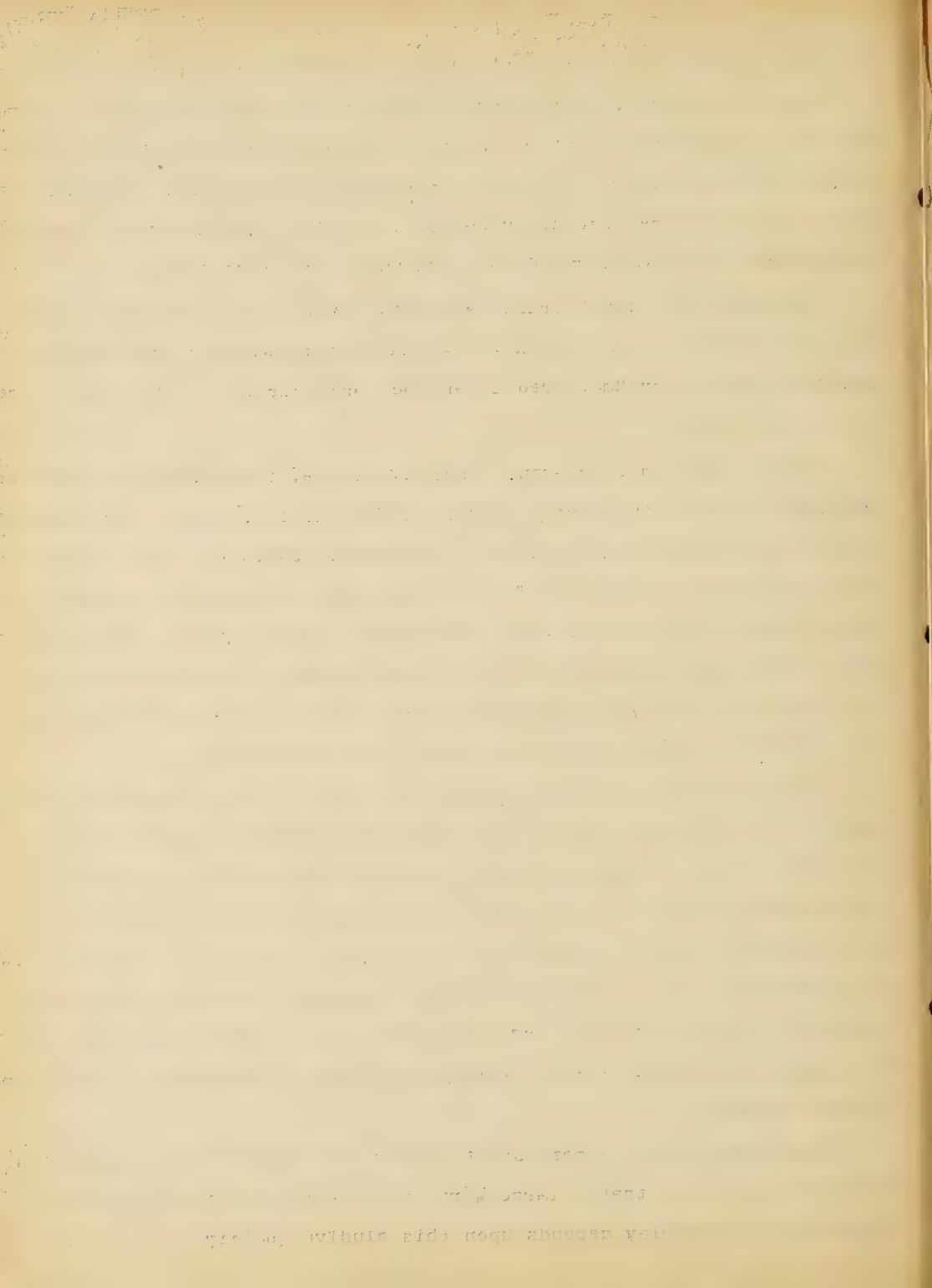
In spite of the fact that art of makeup will deceive even the searching lens of the motion picture camera. Director Emile Chautard is determined that local color in the first Paramount picture with Lina Cavalieri as the star shall be absolutely perfect, and for that reason has engaged large number of Italian people to interpret the extra roles.

The scenes of "The Eternal Temptress," which will bring Mme. Cavalieri to the screen, and which was written expressly for the beautiful operatic favorite by Mme. Fred de Gresac, and adapted by Eve Unsell, are all laid in Italy.

Besides the familiar Grand Canal of Venice, the Bridge of Sighs and the quays of Rome, the Famous Church of San Marco has been reproduced at Fort Lee with startling fidelity. In several scenes the star is seen entering or leaving the doors of this picturesque old house of worship, and the populous neighborhood, with churchgoers, beggar hordes, and so on, required the use of large numbers of extra people. Not satisfied with using the ordinary types employed in "mob" scenes, made up for the occasion, Director Chautard sent out a call for real Italians.

The studio lot has been crowded ever since with picturesque figures, some in the very garb they wore as immigrants from the sunny lands of their own country. There is much voluble and expressive discourse in the Latin tongue which, of course, Mme. Cavalier understands perfectly, but which might as well be Greek so far as some of the actors in the picture are concerned. It is absolutely certain, however, that when "The Eternal Temptress" is seen upon the screen of the ..... Theatre on ..... it will mirror faithfully the picturesque Old World cities with their densely crowded streets.

Emile Chautard is a persistent seeker for "atmosphere" in pictures, because he realizes that a large part of the charm and the convincing quality of a photoplay depends upon this elusive quality.



### THE STORY

Cordelia Sanzio, an Italian widow and princess living in Venice, is sort of modern siren and at the opening of the story is plying her wiles on young Harry Althrop, an American and son of Commodore Althrop, a distinguished diplomat.

The boy is deeply in love with her and jealous of everyone she speaks to. The knowledge of this fact leads Prince Estazery, an Austrian nobleman, to ask one of his young aids—Count Rudolph—to enter into a rivalry with Harry, all expenses to be paid by the Austrian government. The object is to reduce the boy to such abject jealousy and discouragement that he will be ripe for any scheme to win money, for Cordelia has drained his purse nearly empty already and Estazery is well aware of this fact.

When they are ready they will demand that he procure a certain political document for them—a statement of Italy's position as regards the war, which they know is to be turned over to Harry's father. An episode of a necklace which Cordelia had induced Harry to buy her and which he could not pay for, giving Rudolph a chance to pay for it in his stead, did a great deal to further their plans.

Harry is furious that his rival should do this and forges a check on his father's account to cover the amount. This is just the last bit of evidence the Austrians had hoped for and Estazery believes the time is ripe to tell Harry what they want of him. He offers him a million to obtain the paper. Harry, desperate, promises to do what they ask, and Estazery himself puts him on the train for Rome, where he will find it.



Cordelia, who now actually cares for Harry, upon learning of his departure for Rome from his servant, has Rosita, her devoted maid, who is as fond of Harry as of herself, pack their belongings, and they also leave for Rome. In the meantime, Harry has carried out his evil bargain and obtained the million reward.

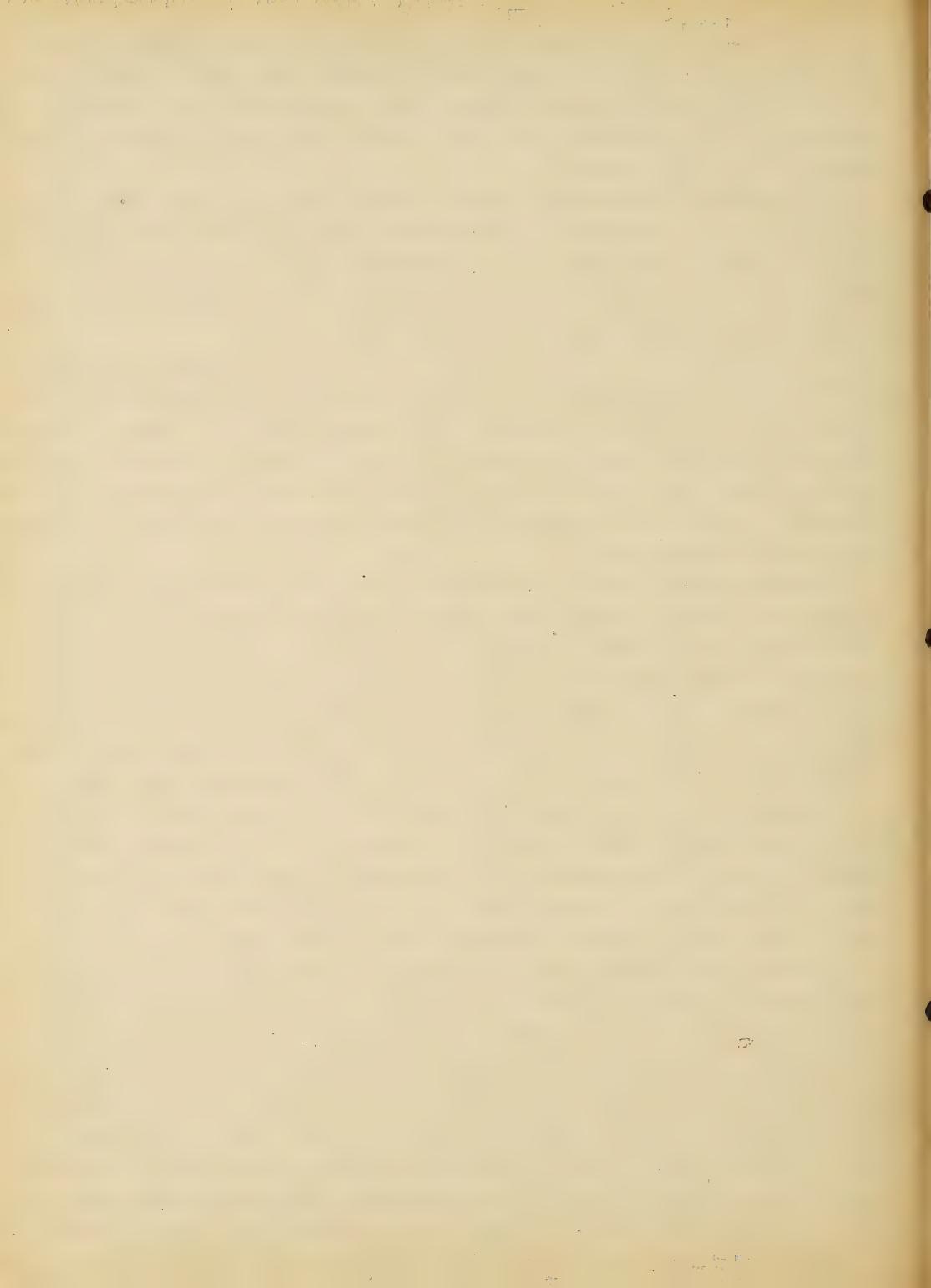
He receives a note from Cordelia saying she is in Rome and hastens to her villa, where, tormented by remorse and fear, he throws the money upon her in showers of gold and bills. Cordelia, at last sincerely in love, is revolted by this insult and sends Harry away—but not before he has told her the crime he has committed for her sake.

She resolves to save him at any cost and goes to Rudolph's rooms to get the document he has stolen. Rudolph believes her incapable of real affection—either for her country or anyone else, and in a spirit of bragging, tells her all about the paper and what it means. "Are you the only person knowing the contents of this paper?" she asks, apparently in idle curiosity. Upon his affirmative she seems to smile, but there is a deeper purpose in her question.

Leading him on, making him believe she is the butterfly he has always thought her, Cordelia makes the supreme sacrifice of her life for her country—and Harry. She manages to get possession of the paper, but is caught by Rudolph and is obliged to kill him to prevent his calling for aid. A little jeweled dagger that she has worn more for effect than anything else does its work and she is able to leave the room without anyone having heard the struggle. Unfortunately, she leaves her gold bag.

During these hours, Harry has been tried for his life at a private hearing, and at the last is given the choice, for his father's sake, of either suffering the punishment of the law for his crime or to mete out justice to himself. Choosing the latter course, Harry bows his head, takes a revolver his father gives him, and leaves the room.

Just at that moment Cordelia rushes into the room and tells the whole truth,—how she had been the real criminal—the motive for the crime—and pleads for mercy for Harry. She wins her point, and as the ambassador learns that no one but herself knows or ever will know the contents of the paper, Harry is pardoned. He has lost his love for Cordelia, however, and she hears him telling his father that he will join an Italian regiment. Broken-hearted, she returns to her home, where, before a little oratory, she prays fervently for forgiveness—afterwards taking her own life, for she knows that her crime will be discovered. Harry arrives for a last farewell just in time to hold her in his arms as she dies.





FAMOUS PLAYERS - LASKY CORPORATION  
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General  
NEW YORK



# List of Paramount Exchanges

DISTRIBUTING

## "THE ETERNAL TEMPTRESS"

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Famous Players Film Co. of N. E.

**New Haven, Conn.**—131 Meadow  
St., Famous Players Film Co. of  
N. E.

**Portland, Me.**—85 Market St.,  
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**Sherry**, 729 7th Ave.,  
Wm. L. Sherry Feature Film Co.

**Buffalo, N. Y.**—145 Franklin St.,  
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**23rd St.**—71 West 23d St.,  
Famous Players Exchange.

**Philadelphia, Pa.**—1219 Vine St.,  
Famous Players Exchange.

**Washington, D. C.**—525 13th St.,  
N. W., Famous Players Exchange.

**Pittsburgh, Pa.**—Penn Ave. and  
12th St., Famous Players Film  
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**Cleveland, Ohio**—Standard Thea-  
tre Bldg., Prospect Ave. near 9th  
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**Cincinnati, Ohio**—107 West 3d St.,  
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**Detroit, Mich.**—278 Jefferson Ave.,  
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**Minneapolis, Minn.**—Produce Ex-  
change Bldg., Famous Players Star  
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**Denver, Colo.**—1749 Welton St.,  
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**San Francisco, Cal.**—645 Pacific  
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**Los Angeles, Cal.**—Marsh Strong  
Bldg., Progressive Motion Picture  
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**Portland, Ore.**—9th and Burnside  
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**New Orleans, La.**—814 Perdido St.,  
Southern Paramount Picture Co.

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# "Love's Conquest"

*A Paramount Picture*

Starring Lina Cavalieri

Press Book---Exhibitor's Aids

Charles Kenmore Ulrich, Editor

Your Music Cues Are Waiting at the Exchange



FAMOUS PLAYERS-LASKY CORPORATION  
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice-Pres. CECIL B. DE MILLE Director General  
NEW YORK



STOCK PRODUCTION CUTS AND MATS

# LINA CAVALIERI in "LOVE'S CONQUEST"



LINA CAVALIERI in "Love's Conquest"  
A Paramount Picture



LINA CAVALIERI in "Love's Conquest"  
A Paramount Picture



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LINA CAVALIERI in "Love's Conquest"  
A Paramount Picture

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## Notes of Interest Our Lina Cavalieri and "Love's Conquest"

*LINA CAVALIERI, FAMOUS STAR.*

WIDELY known as "the most beautiful woman in Europe", Mme. Lina Cavalieri, the star in "Love's Conquest", is equally celebrated for her exquisite artistry as actress and diva and her remarkable talent as motion picture player. It is anticipated that her second appearance in Paramount pictures will be no less successful than was her premier appearance in "The Eternal Temptress", a superb picture in which she achieved a signal triumph and which created for her instantaneously a large following. In this remarkable photoplay, Mme. Cavalieri has a role of tremendous power in the interpretation of which she fully lives up to her reputation as an artiste of the highest class. It is a heroic characterization whose mediaeval splendor is sustained magnificently by the unusually intelligent conception of Mme. Cavalieri of its vast requirements—an education reinforced by her portrayals of similar roles on the operatic stage. She is tempermentally a great actress and her array of jewels which will be on view in this picture, is unsurpassed. It is safe to predict that her screen career under Paramount auspices will be no less gratifying than her achievements on the operatic stage have been, and that her clientele among motion picture theatregoers will far surpass in numbers the vast army of men and women who have been charmed by the exquisite melody of her voice.

### THE DIRECTOR.

AS "Love's Conquest" is perhaps one of the greatest photoproductions ever made by the Famous Players-Lasky Corporation, it was essential that a big director should be in charge of its production. The director responsible for the picture is Edward Jose, actor, traveller, linguist and an artist of discriminating taste and discernment. Mr. Jose handled the thousands of men and women appearing in this production with the skill of the born director and his genius has in every other respect found adequate expression in this unusual production.

### THE SCENARIOIST.

CHARLES E. WHITTAKER, the scenarioist who picturized "Fedora", "Resurrection", "La Tosca" and other notable picture successes, adapted

"Love's Conquest" from Victorien Sardou's famous play "Gismonda" for Mme. Cavalieri's use. Mr. Whittaker has had a newspaper training and is a man of extensive reading, two qualities which make his work exceptionally impressive. In "Gismonda" his ability is manifested in a story the beauty and continuity of which is unsurpassed by any other motion picture.

### A POWERFUL STORY.

THE story of "Love's Conquest" deals with an Athenian widowed duchess of the early sixteenth century, whose beauty and riches attract countless suitors for her hand. The Duchess Gismonda is devoted to her four year old son and spurns all offers of marriage. When Prince Zaccaria, after presenting her with a live lion, is refused, he causes one of his followers to throw the child into an enclosure where the lion is confined, in the belief that he may then win her hand. Gismonda makes a vow in the shadow of the cross to wed the man who rescues her son, but when Almerio, a common huntsman, saves the child at the peril of his life, she refuses to fulfill her vow. It is only when Almerio brings her the head of a bandit chief who has been ravaging her provinces, that the well-strings of her love for this plebeian spring forth, and later when she overhears a plot of Prince Zaccaria to kill Almerio, she slays the Prince with an axe, and when Almerio assumes responsibility for the crime for her sake, she accepts him publicly as her chosen husband. There are many thrilling situations in the picture which, aside from being intensely dramatic, has unusual heart appeal.

### THE SUPPORT.

THE support provided for Mme. Cavalieri in this photoplay, is of the best. The players include Courtenay Foote, a popular leading man who has been seen to advantage in numerous pictures, Fred Radcliffe, an actor of wide experience, Frank Lee, Fredi Verdi, J. H. Gilmore and Isabelle Berwind. In addition to those named there are other capable players who portray subordinate roles, not to speak of supernumeraries of which there are scores. There are numerous mob scenes, approximately fifteen thousand persons being employed.

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# SPECIAL FEATURE STORY

For the Use of Exhibitors for their House Organs or of Editors who Desire Original Stories on Mme. "LINA CAVALIERI" or "LOVE'S CONQUEST".

## LINA CAVALIERI FAMOUS DIVA AND SCREEN STAR HAS HAD MOST NOTABLE CAREER

### Celebrated Singer Will Be Seen Here in Photoplay With Lion Who Nearly Killed His Trainer—Interesting Notes

WHEN Mme. Lina Cavalieri, the celebrated diva and screen star in Paramount pictures is seen in her new photoplay, "Love's Conquest", at the ..... Theatre in this city next ..... the lion which recently all but clawed his trainer to death during the filming of that photoplay, will be an important feature of the presentation. When the celebrated singer received information of the trainer's mishap and narrow escape from death, she gave orders that he be cared for regardless of expense and that until he was able to return to his duties, he and his family would be provided for from her private funds.

In this superb photoplay, Mme. Cavalieri portrays the role of a sixteenth century duchess in Athens. This characterization is vastly different from the Princess Cordelia Sanzio which she portrayed in "The Eternal Temptress", her recent Paramount picture which was displayed here recently with much success. As the duchess Gismonda in "Love's Conquest", the famous operatic beauty, who is said to be "Europe's most beautiful woman", has a semi-barbaric role which affords her numerous opportunities for the display of her matchless artistry as a portrayer of deep, subtle and robust roles.

"I love the role of Gismonda", said the artiste in a recent interview, "because it is so powerful and romantic, you know. Gismonda is a grand woman of patrician blood and instincts, and she naturally objects to marrying a plebeian even though he saves her son from death when the child is thrust into a lion's den and claims the fulfillment of Gismonda's vow. Gismonda had promised to wed the rescuer of her child, but her nature revolts at this marriage until she learns by experience that the simple huntsman whom she repudiates, is in fact a man among men and well worthy of being her husband. The character of Gismonda is exceedingly strong and I

shall be vastly mistaken if the public does not agree with me that it is one of the finest characters in modern motion pictures."

Born in Rome, Italy, Lina Cavalieri's parents were humble Italians, poor but industrious and her earliest memories are of a flower-filled cottage where her mother used to sing at her work and her father would come home with his hands filled with goodies for "the bambina."

It is not true that Lina Cavalieri sold flowers in the Piazza Colonna, for there was no need with a stalwart father to stand-off the wolf from the door. Not that she would mind admitting it if it were true, for Cavalieri is, in spite of all the tragic and romantic episodes of her eventful life, simple and kind at heart.

Lina used to sing at her work and play, inheriting the habit from her beautiful mother who possessed a charming although untrained voice. One day she attracted the attention of a maestro—conductor of a small music hall. As her father had died, leaving his little family penniless, Lina was glad to accept the maestro's offer of a position with small remuneration. Later she got another position from a rival music hall at a dollar a night and from then on, step by step, she rose until she became a favorite at the Roman "Eden" near the Ponte Garibaldi. Here she was paid the princely sum of twenty dollars a week.

At last Lina, la bella, drifted to Paris, the Mecca of all music hall singers where she soon became a celebrity, getting ten thousand francs (about two thousand dollars) a month at the Folies Bergere. Not yet satisfied, she went on a tour of Europe, during the course of which she met Tetrazini and the tenor Marconi, who told her that she ought to study for the opera.

For nine months or so she worked under the tuition of Mariani, making her operatic debut at Naples in "La Boheme." From there she toured all of Italy and later created the role of Thais at Milan, which some two years ago she sang (in French) at the Grand Opera House in Paris. That was just after her first season at the Metropolitan Opera House, New York, and the year after she took London by storm. She was engaged by the Famous Players-Lasky Corporation last year, and quite recently she renewed her contract with that powerful motion picture concern.



# CAST AND STORY OF "LOVE'S CONQUEST"

To Be Used by Exhibitors in their House Organs or for General Puplicity  
A Paramount Picture.

## "LOVE'S CONQUEST" WITH LINA CAVALIERI IS MOST REMARKABLE PHOToplay

Scenes Are Laid in Old Athens and Story is  
Dramatic, Interesting and Possesses  
Distinct Heart Appeal

### "LOVE'S CONQUEST"

#### THE CAST

Gismonda.....	Lina Cavalieri
Almerio.....	Courtenay Foote
Prince Zaccaria.....	Fred Radcliffe
Gregoras.....	Frank Lee
Francesco.....	Fredi Verdi
Bishop.....	J. H. Gilmore
Nurse.....	Isabelle Berwind

#### THE STORY

AT the beginning of the sixteenth century, the Duchy of Athens was governed by the Duchess Gismonda, a beautiful widow, who is courted by many powerful barons in vain. Most of her time, not given up to her affairs of state, is devoted to her little son Francesco, and when Prince Zaccaria, at the head of a big caravan bearing many presents, among them a lion, arrives at Athens and asks for Gismonda's hand, she refuses his offer of marriage.

Jealous of her child, the Prince confides to his friend Gregoras, that if the child were to be disposed of the Duchess might become his bride and he created Duke of Athens. He bribes Gregoras to thrust the child into an enclosure in which the lion is confined. When informed of this "accident" to her beloved child, Gismonda, in despair, announces that she will give her hand in marriage, her Duchy and her fortune to the man who will save her son. Her courtiers draw back in fear, but at this juncture, Mario Almerio, a humble hunter, jumps into the pit and after a terrific battle with the lion, slays the animal and saves the child.

When Almerio appears before her with Francesco in his arms, Gismonda repents of her promise, and

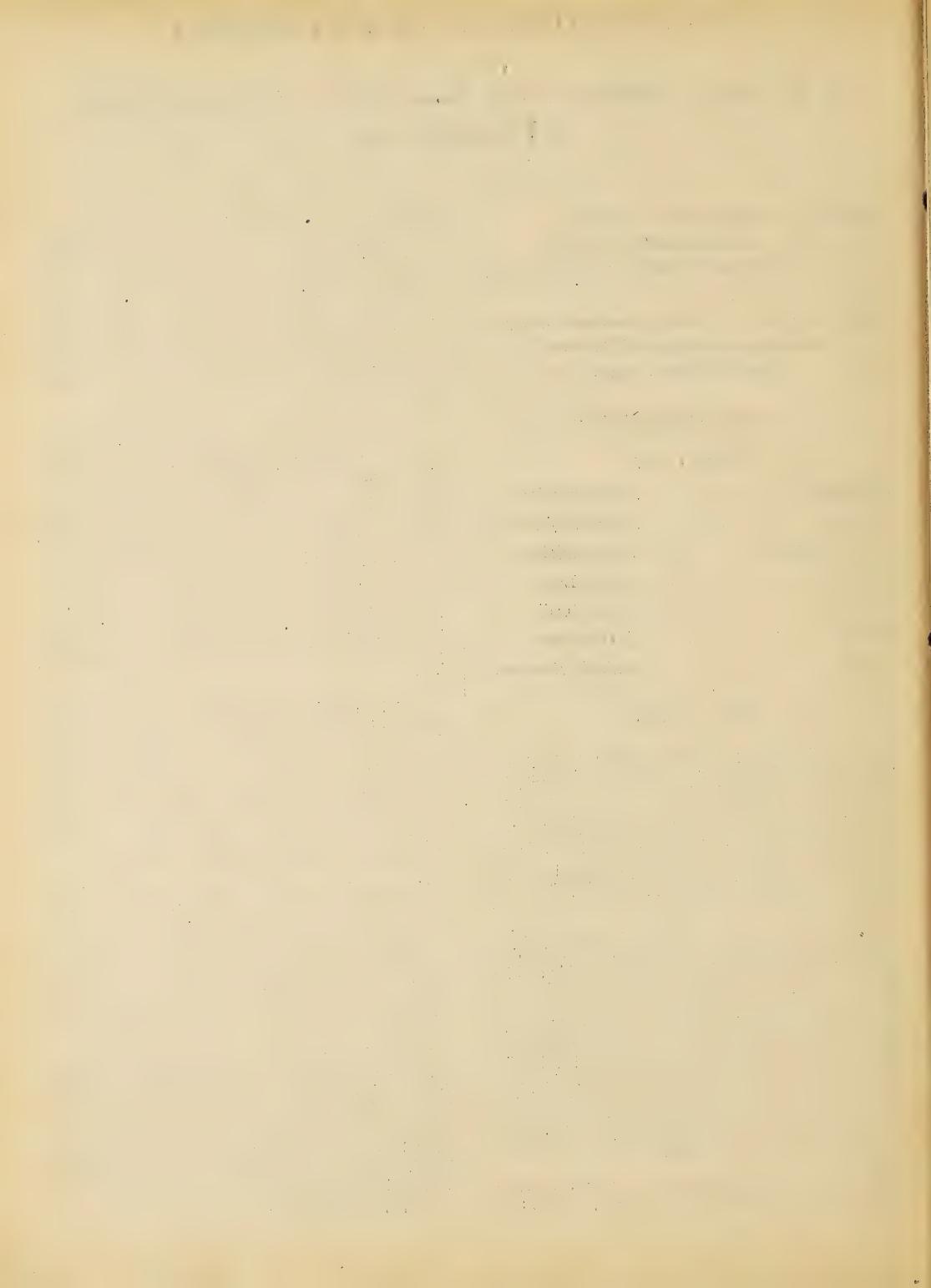
despite the fact that it had been pronounced under the shadow of the Cross, she resolves to disregard her vow, and retires to a convent with her small son where she awaits the verdict of the Pope, to whom she had sent a plea asking that her vow be revoked. The Pope answers in the negative, and she broods over it despairingly, although information reaches her that Almerio, while only a huntsman, is well-bred and the son of the former Governor of Naples and a Greek slave.

The Prince suggests to her that she take Almerio as her lover, but this suggestion she indignantly spurns. Meanwhile, Fabrique, a pirate chief, is devastating the surrounding country, and Gismonda issues a proclamation announcing that six hundred gold ducats and the title of Duke would be conferred upon the man who brought Fabrique's head to her. Spurred by his love for Gismonda, Almerio seeks the pirate, kills him, disperses his band, and brings the pirate's head in triumph to Gismonda. She is still reluctant to keep her vow and in great anger, Almerio casts his sword at Gismonda's feet, whereupon she has him imprisoned for insulting her.

The people, roused to fury by her recalcitrant attitude, are about to revolt, when Gismonda sends for Almerio late at night and seeks to buy him off with rich jewels which he spurns. She now realizes that she loves him and her only regret is that he is not of noble birth so that she may marry him. Carrying out her agreement to meet Almerio at his hut, she appears there and in the darkness overhears Zaccaria and Gregoras plotting to kill Almerio.

Gregoras hesitates to commit the crime and tells Zaccaria that it is not as easy to kill Almerio as it is to kill the child. Gismonda becomes enraged on hearing this, takes up an axe and slays Zaccaria. On the following day Gregoras accuses Almerio of the murder of Zaccaria. Almerio is seized and about to be sent to death, but he refuses to permit Gismonda to tell that she herself had killed Zaccaria.

Gismonda is about to let him go, when her love for him awakes within her heart with passionate force, and she orders Gregoras arrested for throwing her child to the lions. She then acquires Almerio and confesses that she herself had killed Prince Zaccaria because he had planned to kill the man she loved. Her announcement that she will keep her vow and marry Almerio, is made the occasion for great popular rejoicing.



# PRESS REVIEW

## To be Sent to the Newspapers Immediately After the first Showing of "Love's Conquest" A Paramount Picture

### LINA CAVALIERI SCORES ARTISTIC TRIUMPH IN HER PICTURE "LOVE'S CONQUEST"

Famous Paramount Actress Portrays Role of  
Duchess of Athens in Remarkably Dra-  
matic Story That Proves Delightful

APPEARING in one of the most remarkable picture productions ever seen in this city, Lina Cavalieri, the beautiful Paramount star, and world famed diva, was seen in her splendid portrayal of the Duchess Gismonda in the photoplay, "Love's Conquest", which was presented with eminent success at the.....Theatre yesterday. Not since "The Eternal Temptress," in which this famous star appeared was displayed at this playhouse, has this charming actress been seen to such splendid advantage as in her portrayal of this arduous role so filled with the romance of mediaeval times, manners and customs.

Madame Cavalieri is seen as a beautiful widowed ruler of the Duchy of Athens, at the beginning of sixteenth century, whose time is mainly occupied in caring for her son, and refusing offers of marriage made to her by the rulers of neighboring duchies. When she spurns Prince Zaccaria, a distant relative, who has made her a present of a magnificent lion, he conspires with a follower to kill her son in the belief that this may win Gismonda for him and make him Duke of Athens.

The child is thrust in an enclosure in which the lion is confined and when Gismonda hears of the supposed "accident" she loudly proclaims that she will instantly wed the man who saves her son. The child is rescued by Almerio, a huntsman, and though not of noble birth, but quite well-bred and the son of a

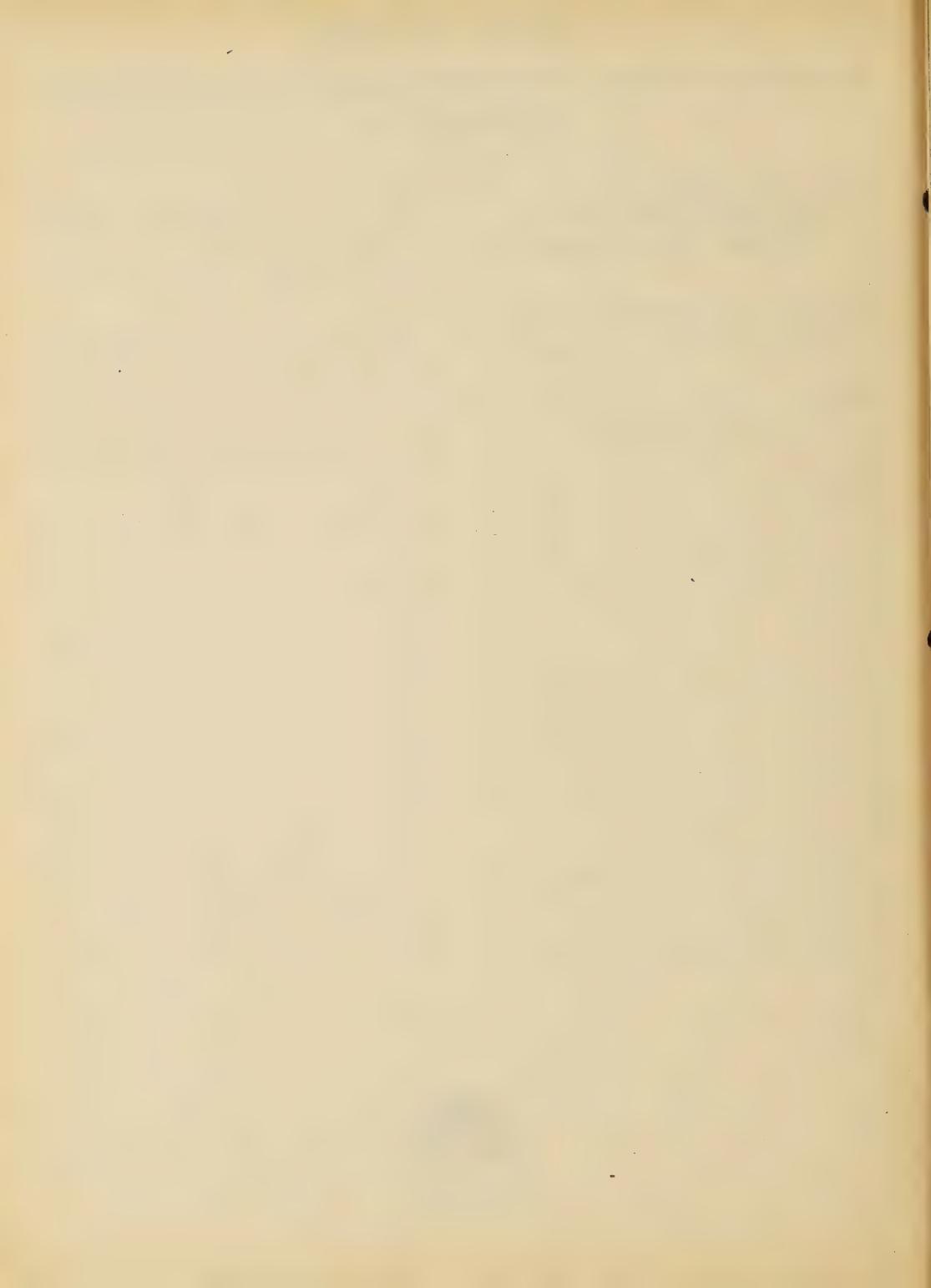
former Governor of Naples, he slays the lion and saves the child. On seeing him, however, Gismonda repents of her vow and with her son retires to a convent pending her appeal to the Pope for a revocation of her vow, it having been made in the shadow of the Cross.

Meanwhile Gismonda's duchy is being ravaged by a pirate and when she offers a noble title and many ducats to the man who will rid her of Fabrique, the pirate, Almerio promptly accepts the challenge, disperses Fabrique's band, kills the leader and casts his head in triumph at Gismonda's feet. Gismonda now realizes that she loves Almerio, and her only regret is that he is not of noble birth so that she might accept him as her husband.

She overhears a plot between the Prince, her rejected suitor, and Gregoras, his lieutenant, to kill Almerio and taking up an axe she dashes out Zaccaria's brains. Almerio is accused of the murder by Gregoras, but Gismonda avows that she herself killed him and orders Gregoras arrested for throwing her child to the lion. She publicly announces that she loves Almerio and that she will accomplish her vow and marry him. The people rejoice as she takes Almerio to her heart.

This picture is one of great dramatic interest and the production, in every respect, is a masterpiece. In the portrayal of the role of Gismonda, the fine dramatic talent of Mme. Cavalieri is strained to the utmost, but she acquits herself with satisfying artistry. Courtenay Foote, as Almerio, gave a manly performance, while Fred Radcliffe as Prince Zaccaria was seen to fine advantage in a most exacting role. The support generally, including Frank Lee, Fredi Verdi, Isabelle Berwind and J. H. Gilmore, was all that the most exacting taste could demand. The picture was splendidly directed by Charles E. Whittaker, and the photography was more than excellent.





# ADVANCE PRESS STORIES

To Be Sent to the Newspapers Daily for One Week Prior to the First Display  
**LINA CAVALIERI'S "LOVE'S CONQUEST"**  
*A Paramount Picture*

## "LOVE'S CONQUEST" IS LINA CAVALIERI'S NEW PARAMOUNT PHOTOPLAY

Supported by Thousands of Men and Women,  
Famous Diva Has Eminently Appropriate  
New Paramount Starring Vehicle

WITH thousands of men and women appearing in the new Paramount photoplay, "Love's Conquest", in support of Lina Cavalieri, the celebrated diva, this is said to be one of the largest picture productions ever made in this country. The picture, which will be shown at the..... theatre next.....is, in every respect, a remarkable production. Splendidly directed by Edward Jose, from a scenario prepared by Charles E. Whittaker, Mme. Cavalieri portrays a role of great power—that of Gismonda, an Athenian duchess, a beautiful widow, who is wooed in vain by many noblemen, who seek to possess themselves of both her riches and jewels. In the portrayal of this role Mme. Cavalieri wears her famous jewels, which long have been a source of amazement and delight to operatic devotees.

Gismonda has a four year old son, whom she loves with passionate devotion, and when Prince Zaccaria, a relative, seeks her hand in marriage, she spurns his offer. Jealous of the child, the Prince orders one of his lieutenants to thrust the infant into an amphitheatre where a magnificent lion he had presented to Gismonda is confined. When Gismonda hears of this so-called "accident," she publicly announces, as she stands within the shadow of the cross, that she will wed the man who rescues her child from death.

Almerio, a common huntsman, enters the amphitheatre, beats off the lion and brings the child safely to his mother's arms. When he claims the fulfillment of her vow she refuses on the ground that he is of plebeian birth and unworthy of her. She persists in her refusal despite the opposition of the populace, and it is only when Almerio brings her the head of the bandit who has been ravishing her province, that the well-springs of her love for the man gush forth and prompt her later to espouse him publicly.

In the development of this tremendous Sardou story there are scenes of unusual thrill and most convincing heart appeal. Mme. Cavalieri is splendidly supported by a capable cast of players, chief among whom are Courtney Foote, Fred Radcliffe and Frank Lee.

## LINA CAVALIERI WEARS JEWELS WORTH \$1,000,000 IN HER LATEST PHOTOPLAY

Famous Diva and Paramount Star Will Show  
Her Matchless Gems in Her Portrayal of  
Gismonda in "Love's Conquest"

MME. LINA CAVALIERI, one of the reigning queens of the operatic stage and widely known as "the most beautiful woman in Europe," is the much envied possessor of an array of jewels, which few women possess. It is said that these jewels approximate \$1,000,000 in value and consist of pearls, diamonds, rubies and other precious stones in vast variety. Most of these gems will be worn by her in her portrayal of the Duchess Gismonda in "Love's Conquest," which will be shown at the ..... theatre next.....

The beauty and talent of Mme. Cavalieri, which added to her fame as diva, are employed to the finest advantage in this superb photo-production. She is seen as Gismonda, an Athenian Duchess, masterful and beautiful, for whose hand and riches the neighboring nobles are vying. She spurns all offers of marriage and devotes herself wholly to affairs of state and the care of her four year old son.

When, through the trickery of Prince Zaccaria, one of her suitors, this child supposedly falls into a well, where a lion is confined, the grief-stricken mother, vowing under the shadow of the Cross to marry the man who saves her child, she renounces her vow when a simple huntsman of plebeian birth rescues and returns the boy to his mother, trouble ensues. How this simple huntsman finally wins her love and she comes to the full realization of her love for him and publicly espouses him, is told in a series of highly dramatic situations, filled with thrills.

Mme. Cavalieri is splendidly supported by capable players, her viz-a-viz being Courtenay Foote, who will be seen as Almerio, the plain huntsman, who wins the proud Duchess. The picture was directed by Edward Jose and the scenario was written by Charles E. Whittaker.

# THE CAVANIERI MARS AND JAMES WORTH'S LATER PHOTOS

BY A. PARSONS

## THE CAVANIERI MARS

BY JAMES WORTH'S  
LATER PHOTOS

Some time ago we published a  
series of photographs taken by James  
Worth of the Mars of Cavanieri,  
and it was suggested that we publish  
some later photographs.

Mr. Worth has recently sent us  
a series of photographs taken by  
himself, and we are pleased to  
present them to our readers.  
The first photograph shows the  
Mars of Cavanieri, and the second  
shows the same object under  
different conditions.

The first photograph shows the  
Mars of Cavanieri, and the second  
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shows the same object under  
different conditions.

# Advance Press Stories--Continued

## "LOVE'S CONQUEST" WITH LINA CAVALIERI SAID TO BE NOTABLE PRODUCTION

### Solid Buildings Erected on Concrete Foundations for Various Sets so as to Insure Best Photographic Results

ACCLAIMED as one of the finest motion picture productions in this country in years, "Love's Conquest," based upon "Gismonda", the celebrated play by Victorien Sardou, which is the second starring vehicle in Paramount pictures for Mme. Cavalieri, the famous operatic star, will be seen at the .....theatre next.....

For this production many lavish settings were erected, including the palace of Gismonda, the church and the convent. In the representation of the various scenes, some highly artistic mob effects have been devised by Edward Jose, the director, who handled several thousand men and women with the highest skill.

In the construction of these immense sets, solid buildings were erected on heavy foundations, covered with concrete and cement. This solidity was necessary in order to prevent vibration and insure the best photographic results. The scene of the convent and the adjoining cemetery, where Gismonda spends much of her time praying for guidance in the affairs of state which engage her attention, is exceptionally beautiful.

Gismonda is a robustious character of which Mme. Cavalieri, superbly endowed with beauty and talent, makes the most. The scene where Almerio rescues the child from the lion is said to be one of the most thrilling ever pictured. The support of Mme. Cavalieri is of the highest caliber and Manager ..... announces that the demand for seats already is enormous.

## LION IN "LOVE'S CONQUEST" BADLY MAIMS HIS TRAINER

### Mme. Lina Cavalieri Generously Cares for Injured Man and His Family

DURING the filming of "Love's Conquest," the Paramount starring vehicle for Lina Cavalieri, the celebrated diva, who is widely known as "the most beautiful woman in Europe," and the possessor of the richest array of jewels ever worn by any woman on the operatic stage, intense excitement was created when a big lion all but clawed his trainer to death. Thousands of persons who were in the vicinity at the time became panic-stricken, but their fears were soon relieved when studio attaches rescued the trainer and beat the animal until he was scarcely able to move.

Mme. Cavalieri is adequately supported by highly competent screen players, her leading man being Courtenay Foote, who will be seen as Almerio, the brave huntsman who faces the lion in his den and Fred Radcliffe, as Prince Zaccaria, a scheming courtier, who pays the penalty of his treachery with his life at Gismonda's hands. Others in the support are unusually excellent.

This animal will be seen in several of the scenes of "Love's Conquest," which is to be displayed at the .....theatre next....., and it is said the lion is one of the finest ever shown in any motion picture. The brute was extremely savage for several days during the production and it is not yet known whether it will be necessary to put a period to its existence, in which event this will be the last time this particular monarch of all beasts will be seen in a motion picture.

The scenes of "Love's Conquest" are laid in Athens early in the 16th century and they are beautiful and ponderous. The picture is highly dramatic and is based upon the famous play by Victorien Sardou, which served as the starring vehicle for Sarah Bernhardt for many years. The director was Edward Jose, and the scenario was written by Charles E. Whittaker.

## MANY THOUSANDS WATCH FILMING OF PHOTOPLAY

### Photographing of Scenes of "Love's Conquest" Attracts Immense Crowds of People

WHEN "Love's Conquest," the superb photoplay starring Lina Cavalieri, the famous singer, was being staged at Fort Lee, thousands of visitors from nearby points were constantly in attendance. In this photoplay there are many mob scenes of unusual magnitude, and in one scene especially, that in which Gismonda is implored by the populace to keep her vow made under the shadow of the Cross to wed the man who saved her child from death under the lion's claws, several thousand men and women, all appropriately costumed, are employed.

In the handling of these tremendous situations and army of people, Edward Jose acquitted himself with great artistic skill. His groupings were magnificent and thoroughly in keeping with the importance of the subject under treatment. It is safe to say that "Love's Conquest," which will be the main feature on Manager ..... program at the .....theatre next.....will be acclaimed as one of the greatest pictures ever seen in this city.



# Advance Press Stories--Continued

## JESSE L. LASKY ASSERTS "LOVE'S CONQUEST" IS GREAT

### Producer Declares Lina Cavalieri's New Picture Is a Stupendous Production

ACCORDING to Jesse L. Lasky, vice-president and head of the production department of the Famous Players-Lasky Corporation, "Love's Conquest", based upon the famous play of "Gismonda" by Victorien Sardou, starring Lina Cavalieri, the famous diva, is one of the most remarkable productions ever made by any motion picture concern.

"The production was a great undertaking," said Mr. Lasky in a recent interview. "The proper presentation of the splendor of an Athenian court of the early sixteenth century required a vast amount of study and preparation and no expense was spared to make this picture historically correct in every detail. That the people of this country will agree that we have succeeded in producing a notable photoplay, seems to us to be a certainty."

Thousands of persons were employed by Director Edward Jose in the production and many massive sets were erected at enormous expense. "Love's Conquest", which will be seen here with Lina Cavalieri at the.....Theatre next....., doubtless will be an epoch at that playhouse. Mme. Cavalieri is admirably supported by such sterling players as Courtenay Foote, Fred Radcliffe, Frank Lee and others.

### A Remarkable Picture

WHEN Lina Cavalieri, the famous diva, proud possessor of gems worth a king's ransom, is seen in her new Paramount photoplay, "Love's Conquest", at the.....Theatre next....., it is anticipated that the patrons of that popular playhouse will vote it as one of the most remarkable pictures ever displayed in this city. No expense from the standpoints of artistry and photography, it was spared to make it the finest of its class and both is unexcelled.

### A Leading Director

EDWARD JOSE, director of "Love's Conquest", the new Paramount photoplay in which Mme. Lina Cavalieri, the celebrated singer and screen artist, is the star, has produced many picture successes. He is a traveller and actor, speaks several languages and is now studying Greek. He has done excellent work in "Love's Conquest" which will be shown at the.....Theatre next.....and his handling of the vast crowds which are a feature of this great picture, was masterly. A traveller and actor, speaks several languages and is now studying Greek. He has done excellent work in "Love's Conquest" which will be shown at the.....Theatre next....., and his handling of the vast crowds which are a feature of this great picture, was masterly.

### A Photoplay That Will Live

MME. LINA CAVALIERI'S new Paramount photoplay, "Love's Conquest", which will be shown at the.....Theatre next....., is said by experts to be a masterly production that will live long in the memories of all who see it. It is an historically correct picture of Athens in the early sixteenth century and the settings and appointments, including a live lion, are superb.



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air machine equipped with a Liberty motor had been shipped to France for the American Army.

night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

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at the **PLAYHOUSE** main & 9th sts.

Adolph Zukor Presents

# LINA CAVALIERI



Scenario by  
Charles E. Whittaker

Directed by  
Edward José



## in "Love's Conquest"

Based on Victorien Sardou's Famous Drama, "Gismonda."

*A Paramount Picture*

One of the world's greatest prima donnas and beauty of international fame in a vivid drama of love and thrills.

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"SAUCY MADELINE"- A Paramount-Mack Sennett Comedy

**FRUITS OF CONQUEST  
HELD UP TO TROOPS**

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making  
an Appeal to It...y.

**ARMY DESERTER TELLS  
OF WORKING AS SPY**

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Adolph Zukor presents  
**LINA CAVALIERI**



Scenario by Charles E. Whittaker  
Directed by Edward José

**"Love's Conquest"**  
Based on Victorien Sardou's Famous Drama "Gismonda"  
*A Paramount Picture*

If you can't go to the Metropolitan Opera House in New York to hear Lina Cavalieri, the next best thing is to see the world-famous prima donna at the RIALTO in Sardou's gripping story of the Duchess who weds a pauper,

**"OUR FILIPINO FIGHTING FORCE"**  
Paramount-Burton Holmes Travel Picture

at the RIALTO

**FRUITS OF CONQUEST  
HELD UP TO TROOPS**

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

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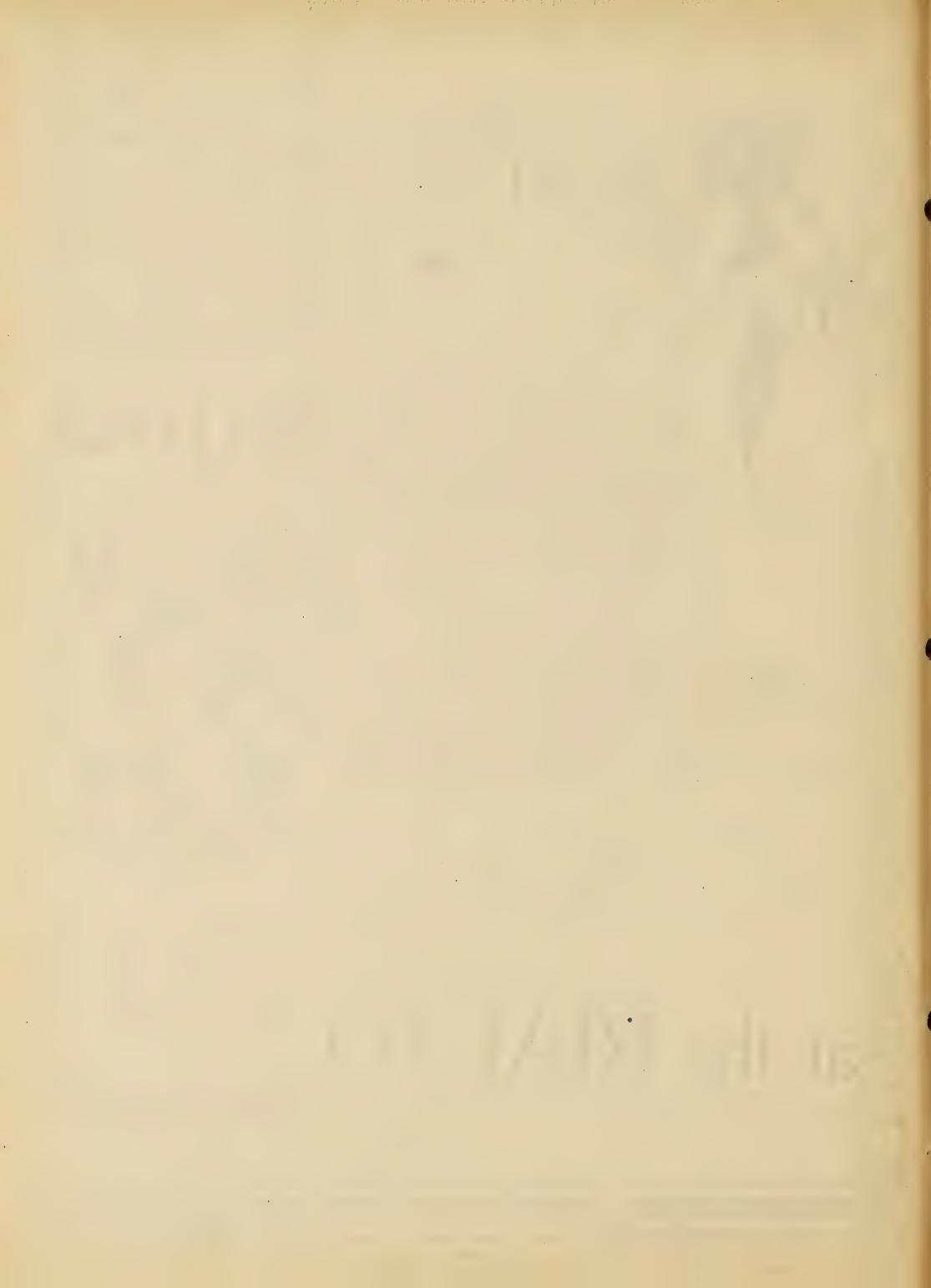


**"Love's Conquest"**  
Based on Victorien Sardou's Famous Drama "Gismonda"  
*A Paramount Picture*

the most famous prima donna in the world in a vivid story of love and life.

**"let's go!"**

**ARMY DESERTER TELLS  
OF WORKING AS SPY**



# EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

## "LOVES CONQUEST"

*A Paramount Picture*

OBTAIENABLE  
AT YOUR EXCHANGE

### Paper

Two one-sheets  
Two three-sheets  
One six-sheets  
1 Star Stock, 24 sheet

### Photos

8 8x10 black and white  
8 11x14 sepia  
1 22x28 sepia  
8x10 photos of star  
1 22-28 gelatins of star

### Cuts and Mats on Production

Five one-column  
Three two column  
Two three-column

### Stock Cuts and Mats of Star

Five one-column  
Three two-column  
Two three-column

### Series of Advertising layouts:

Mats

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Music Cues



FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY  
FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

# MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Love's Conquest"

Paramount  Theatre~

200 MAINE AVE.  
EDGEWOOD ILL.  
TEL EDGEWOOD 5291

Dear Madam:-

We beg leave to call your attention to the forthcoming presentation at our theatre on next of "Love's Conquest," a superb new Paramount photoplay, starring the famous beauty, diva and screen favorite, Mme. Lina Cavalieri, who scored a prodigious success some time ago in "The Eternal Temptress."

In this great production, which is said by experts to be most stupendous insofar as the number of people employed therein and the massiveness of the various sets are concerned, Mme. Cavalieri wears jewels worth a king's ransom, and the richest Athenian costumes of the early sixteenth century are seen in vast variety.

The photoplay is based upon the celebrated play "Gismonda," written by Victorien Sardou, the famous French playwright, and the story is one of absorbing dramatic action and intense heart appeal. Mme. Cavalieri appears in the role of an Athenian duchess who repudiates a vow made by her in the shadow of the Cross to wed the plebeian who saved her child from a ferocious lion, but who later becomes the bride of a common huntsman, whose bravery has won her love.

There is not a moment in the development of this great story which is not vibrant with human interest and touching appeal to the emotions. The lion which recently attacked his trainer and all but killed him, will be seen in a thrilling episode. This is an unusual photoplay which we cheerfully recommend to all our patrons.

We are convinced that you will find this picture one of unusual interest, and we extend to you a hearty invitation to attend its first showing in this city.

Yours sincerely,

Manager.

# MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "Love's Conquest"

ADVANCE

POST

CARD

No. 1

TO BE SENT  
9 DAYS BEFORE  
SHOWING

DATE \_\_\_\_\_

*DEAR MADAM:*

Beginning next-----, Mme. Lina Cavalieri, the celebrated beauty, diva and screen star in Paramount pictures, will be seen at our theatre in her latest photoplay, "Love's Conquest," based upon Victorien Sardou's famous play, "Gismonda." This is a superb production which, we think, will interest you greatly.

Yours sincerely,

Manager \_\_\_\_\_

ADVANCE

POST

CARD

No. 2

TO BE SENT  
6 DAYS BEFORE  
SHOWING

DATE \_\_\_\_\_

*DEAR MADAM:*

The announcement that Mme. Lina Cavalieri, the world famous diva and screen star, will be seen in her new Paramount photoplay, "Love's Conquest," said to be one of the finest picture productions ever made, at our theatre next -----, is attracting widespread attention among our clientele. We hope to see you at the premier display.

Yours sincerely,

Manager \_\_\_\_\_

ADVANCE

POST

CARD

No. 3

TO BE SENT TO  
ARRIVE ON DATE  
OF SHOWING

DATE \_\_\_\_\_

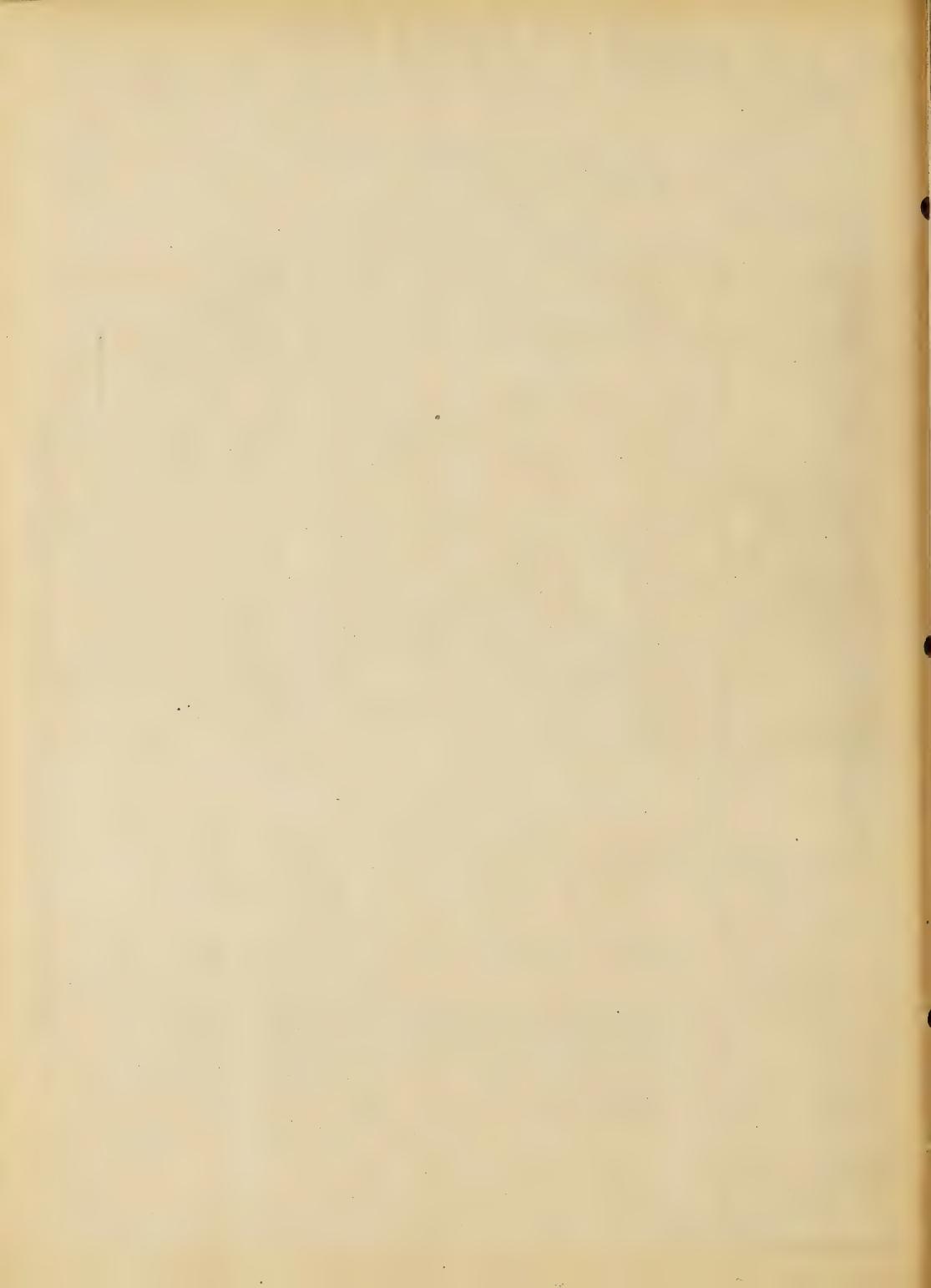
*DEAR MADAM:*

Permit us to remind you that "Love's Conquest," the magnificent Paramount photoplay, starring Mme. Lina Cavalieri, the famous singer and screen actress, said to be "the most beautiful woman in Europe," will be presented at our theatre today (-----). Please come early if you desire to obtain good seats.

Yours sincerely,

Manager \_\_\_\_\_

Exhibitors will be wise to mail at least one of these Postals to their patron



# PAPER FOR "LOVE'S CONQUEST"

Cover your town with this paper and you will fill every seat at every performance

Always obtainable at your Exchange



Three Sheet



Three Sheet



One Sheet



Six Sheet



One Sheet

## Current Paramount and Artcraft Pictures in the Order of Their Release



SESSUE HAYAKAWA....."THE HONOR OF HIS HOUSE"  
JACK PICKFORD....."HIS MAJESTY, BUNKER BEAN"  
WALLACE REID....."THE HOUSE OF SILENCE"  
MARGUERITE CLARK....."PRUNELLA"  
VIVIAN MARTIN....."UNCLAIMED GOODS"  
MARGUERITE CLARK....."RICH MAN, POOR MAN"  
CHARLES RAY....."PLAYING THE GAME"  
BILLIE BURKE....."LET'S GET A DIVORCE"  
DOROTHY DALTON....."TYRANT FEAR"  
WALLACE REID....."BELIEVE ME, XANTIPPE"  
PAULINE FREDERICK....."RESURRECTION"  
ENID BENNETT....."THE BIGGEST SHOW ON EARTH"  
JACK PICKFORD....."MILE-A-MINUTE KENDALL"  
SESSUE HAYAKAWA....."THE WHITE MAN'S LAW"  
DOROTHY DALTON....."THE MATING OF MARCELLA"  
CHARLES RAY....."HIS OWN HOME TOWN"



WM. S. HART....."THE TIGER MAN"  
ELSIE FERGUSON....."THE LIE"  
DOUGLAS FAIRBANKS....."MR. FIX-IT"  
MARY PICKFORD....."M'LISS"  
WM. S. HART....."SELFISH YATES"  
CECIL B. DE MILLE'S....."OLD WIVES FOR NEW"





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